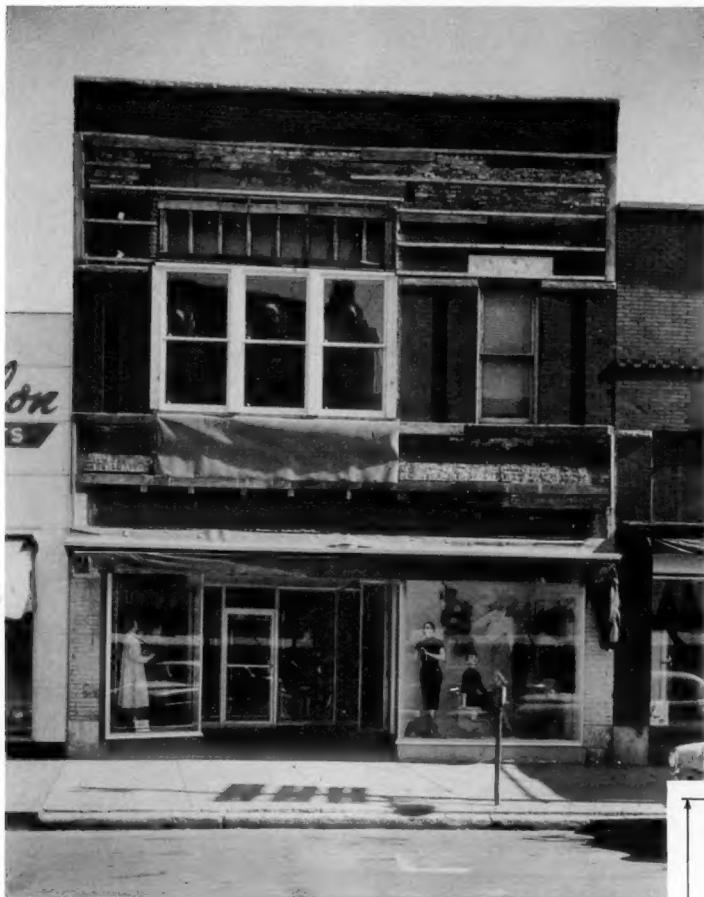


1956 COMPETITION—LADIES CLOTHING STORE



This ladies clothing store is located in the middle of the block on the main business street of a suburban city of 25,000 population about 20 miles from a large Midwestern city. The street is a state highway with fairly heavy through traffic as well as heavy local vehicular and pedestrian traffic. A bus to the large city also uses this route. The street is four lanes wide but meter parking is permitted parallel to the curb. The nearest parking lot is three blocks away. The stores remain open until 9 P. M. on Monday and Thursday nights.

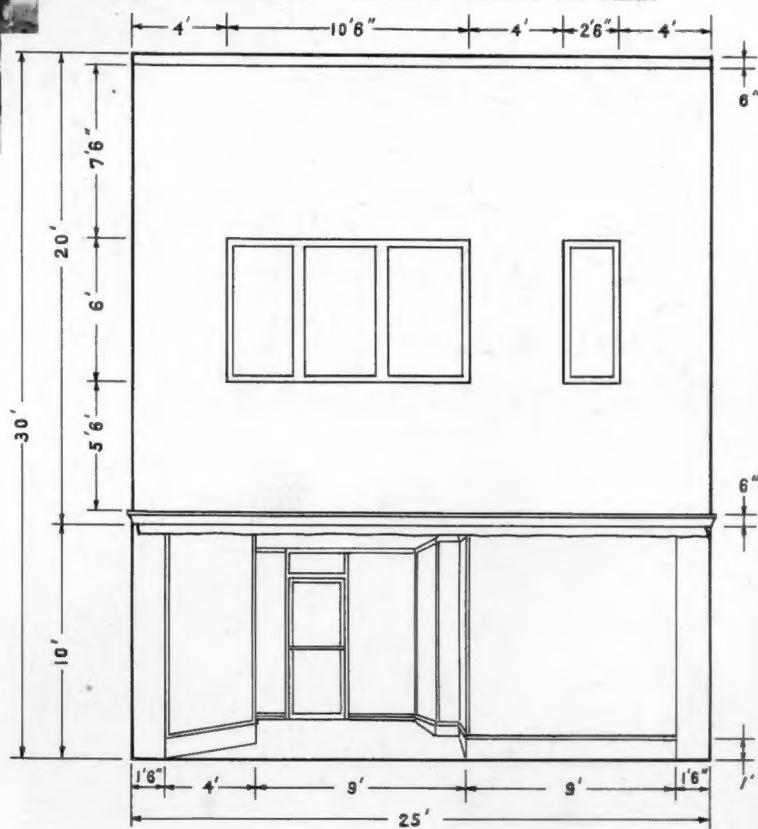
Typical of "main street" in most small city business centers there are business establishments of all types on both sides of the street for several blocks in each direction, including six other ladies dress stores. On the left in the picture is a beauty salon with a fascia sign and on the right is the utility company office with a horizontal projecting sign. There are two movie theatres in the block — one at the end of

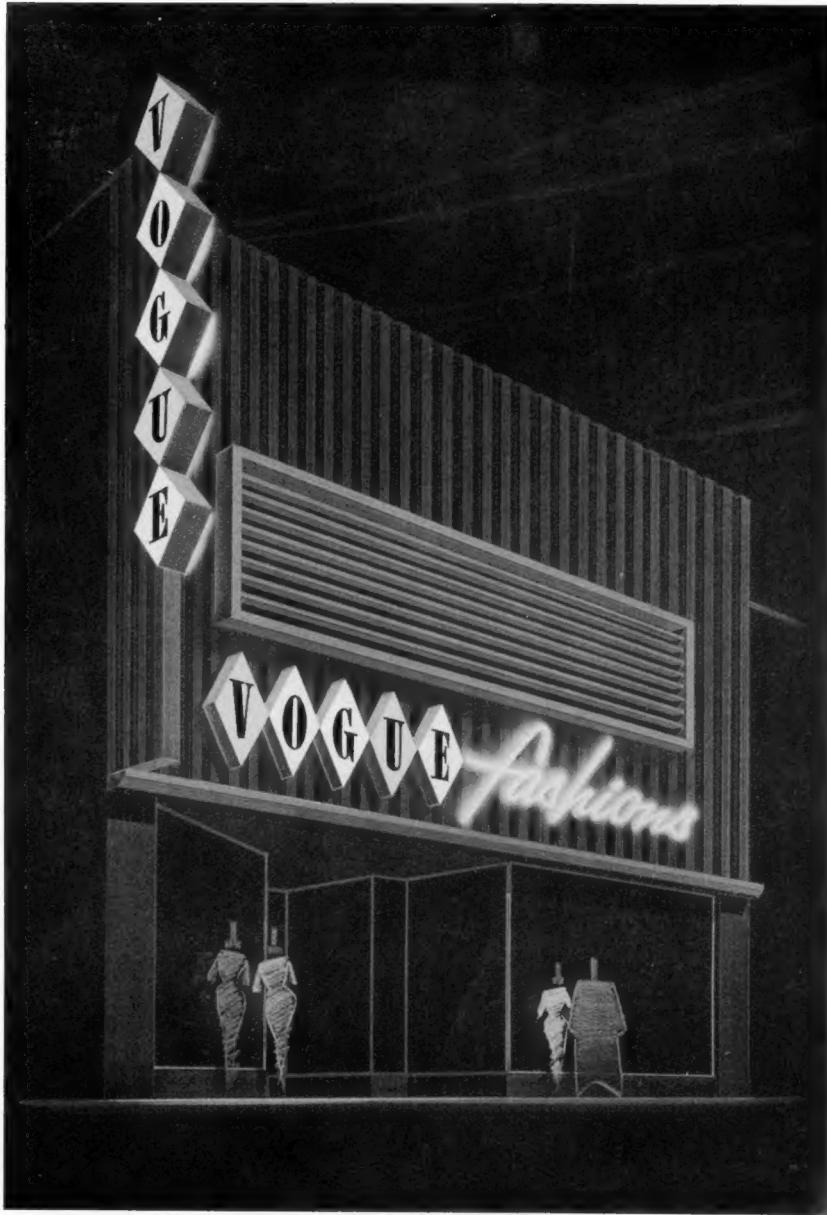
the block on the same side of the street to the right and the other on the opposite side at the end of the block to the left.

The building is in process of modernization. The interior of the store is completed with new entrance and show windows installed. The space on each side and under the show windows will be faced with black opal Granux. A new face is to be installed on the entire front above the store but the material has not been determined. The four windows must remain as the second floor will be occupied by a doctor's office. The awning is necessary over the show windows because of the afternoon sun.

Electric advertising and identification for the store has not been selected. The owner wants something distinctive that will harmonize with the building and also help to attract customers to his store.

The local ordinance limits projecting signs to six (6) feet from the building face and the overall height to 35 feet above the sidewalk. Projecting signs must not be lower than 10 feet above sidewalk. The sidewalk in front of the store measures 10 feet to the curb.





First Prize

LEE KLAY
Heath & Company
812 N. Broadway
Los Angeles, Calif.

SPECIFICATIONS

Background consists of metal decking 4" wide by 2" deep, to be installed by sign company. Rectangular pattern is in $\frac{3}{4}$ " thick all-metal louvres bordered by a metal moulding 4" wide by 8" deep. Horizontal sign presents "Vogue" in 2" high flat black letters of $\frac{1}{8}$ " plastic on 4' high by 21" wide and 6" deep white waffle pattern plastic faced diamond panels interior illuminated by neon. The grids of the diamonds, left to right, are in rose, gold, white, rose and gold. "Fashions"

letters range from 15 to 5" high and are $2\frac{1}{2}$ " deep. Illumination is by double tube of turquoise installed within the channels. Vertical sign presents the name in 18" letters of $\frac{1}{8}$ " thick flat black plastic on 3 x 2' white waffle plastic faced diamond panels, with interior illumination in the following colors of tubing, top to bottom: rose, gold, white, rose, gold. Background of this sign is the same as the metal decking background for the facing of the building.

Second Prize

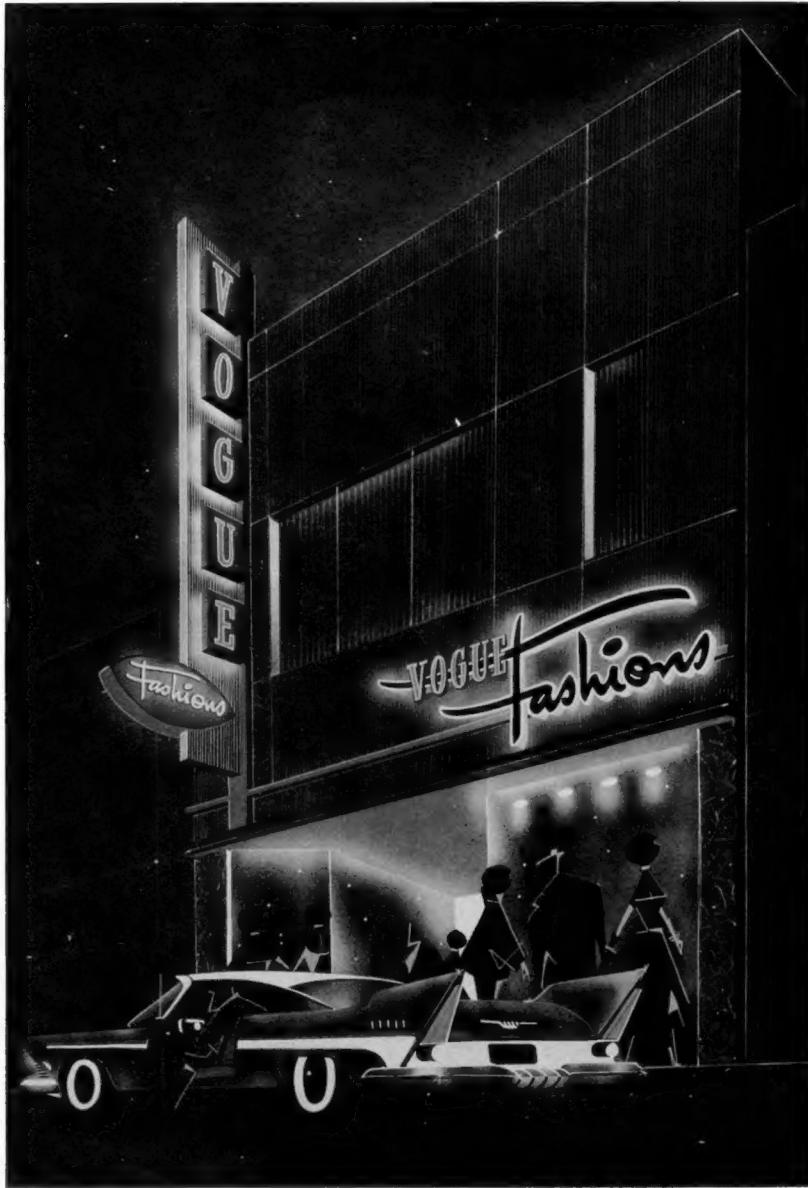
ZANER MILLER
Spokane Neon Sign Co.
N. 131 Pittsburgh
Spokane, Wash.



SPECIFICATIONS

Facing of building is embellished with 12", 2 x 8" and 4 x 8" raceway construction. "Fashions" is in metal letters ranging from 54 to 16" high, illuminated with double and single tubes of 15 mm. fluorescent rose tubing. "Vogue" sign measures

4 x 13½' overall with an ivory plastic background 3' wide. "Vogue" is in green plastic cut-out letters each 21" tall. Interior illumination is by 12 pairs of 3' fluorescent tubes in horizontal arrangement.



Third Prize

H. NELSON MacDONALD
Neon Sales & Service, Ltd.
909 Fifteenth Street, S.W.
Calgary, Alberta, Canada

SPECIFICATIONS

Display dimensions: Double faced portion—overall height, 22½'; overall width, 6'; overall height above sidewalk, 33'. Single faced portion—overall height, 4'; overall width, 25'. Letter data: Double faced portion—"Vogue" is in 21" double tubed peach fluorescent tubing. "Fashions" is in 20 to 6" single tubed white fluorescent tubing. Single faced portion—"Vogue"—18" double tubed peach fluorescent tubing on sheet metal channel type letters. "Fashions"—48 to 12" white fluo-

rescent tubing edge-lite type illumination of raised sheet metal letter. Letter edge 6" deep. Special materials and effects: Background of double faced vertical sign is made of corrugated sheet metal. Sheet metal blocks containing letters are raised from corrugated surface. Indirect white fluorescent tubing in back of raised cubes illuminates corrugated sheet metal surface. Decorative bar runs across building face and in back of fascia letters.

Fourth Prize

HELMAN PRATT

Electrical Products Consolidated, 754 Vandalia, St. Paul, Minn.

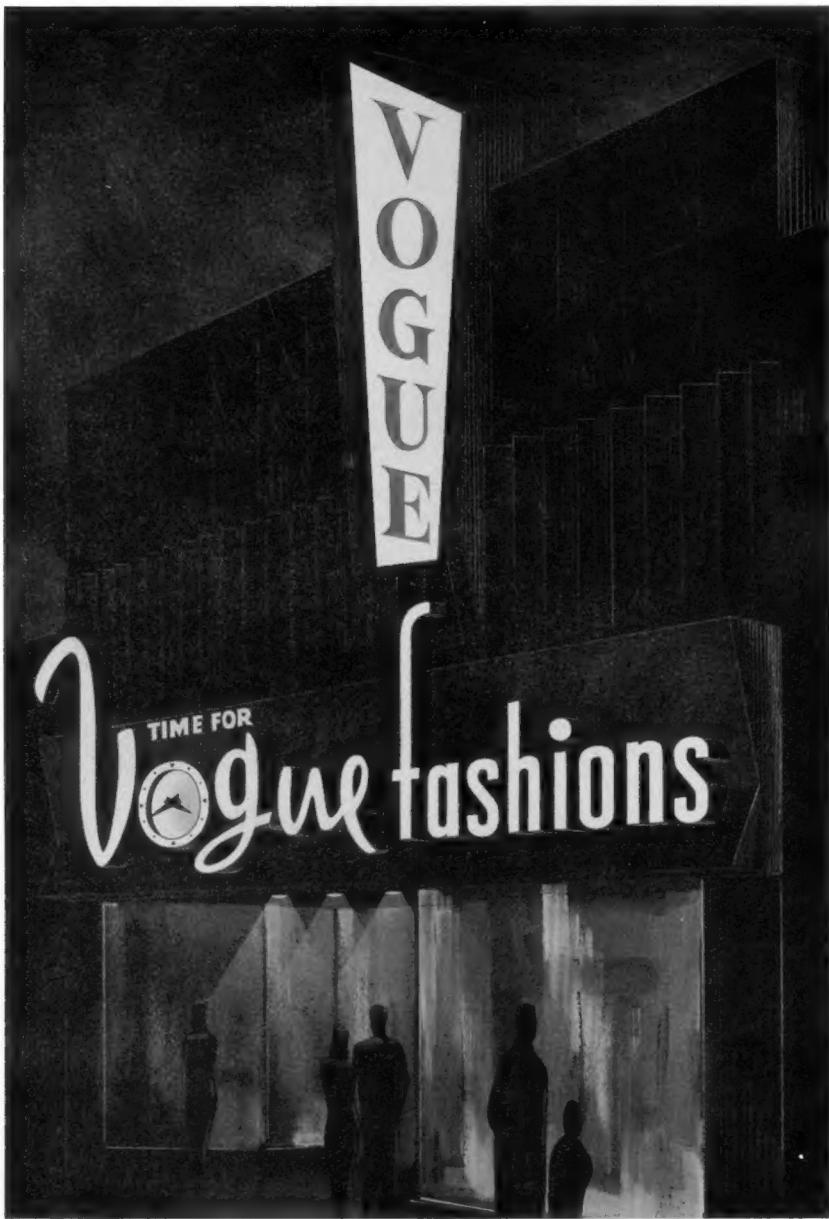


THE ANNUAL DESIGN COMPETITION 1957

SPECIFICATIONS

Frame around upper portion of building (20 x 25') to be 8" thick with 24" projection. Louvres 1" thick, 12" wide and 18'8" high, mounted 6" away from building face and 6" back from frame. Frame and louvres to be of 24-ga. galvanneal metal painted gleaming white. Letters in 5½' to

30" script with 10" return, illuminated with edgelite 12 mm. rose tubing on 30 ma. transformers for a silhouette effect. The sides of the letters to be gleaming white and the face jet black for the same effect day and night.



Honorable Mention

JACK DUDLEY
Electrical Products Corporation
1023 East 4th Street
Santa Ana, Calif.

SPECIFICATIONS

Building — faced with architectural porcelain enamel panels. 72 x 15" louvres installed in line with windows. Louvres in front of windows open and close from inside.

All sign metal finished in porcelain enamel. Horizontal sign—single face sign cabinet 25' long by 6' high, 18" deep on top side, 12" on bottom, tapering to 6" at a point 2' from bottom. "Vogue"—102 to 30" white plastic faced letters. Return varies from 6" above cabinet to 15" at greatest depth of "V." Letter "O"—3' in diameter. Metal fill set back 5" from face. Return inside letter "O" is 3½", allowing 1½" of space for illumination of metal fill. Standard clock (mechanism mounted behind metal fill) is illuminated with

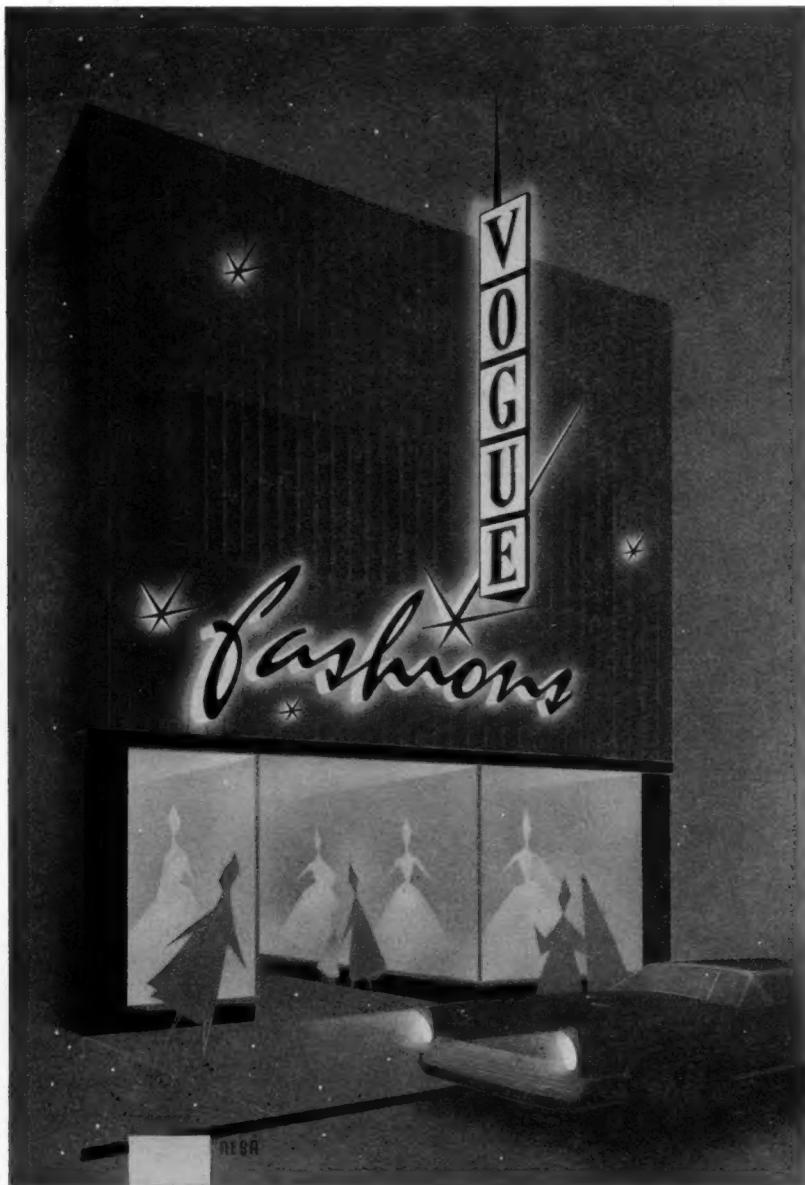
double tube 4500° white fluorescent tubing, 60 ma. "Fashions"—72 to 24" white plastic faced block letters. Returns are same as on word "Vogue." "Time For"—8" yellow plastic faced letters with 2" stroke, illuminated with single tube 4500° white fluorescent tubing—60 ma. Return depth varies to fit taper of cabinet.

Vertical sign—Sign support cabinet, 19' high, 7' wide at top, is of decking with 1" retainer flange. Depth is 9". Double face sign, 15' 9" long and 4' 3" wide with a depth of 12". White plastic faces with 30" flat cut-out green plastic letters; ¾" retainer flange. Illumination is grid of 4500° white fluorescent tubing 60 ma.

Honorable Mention

WINSTON H. ELLIOTT

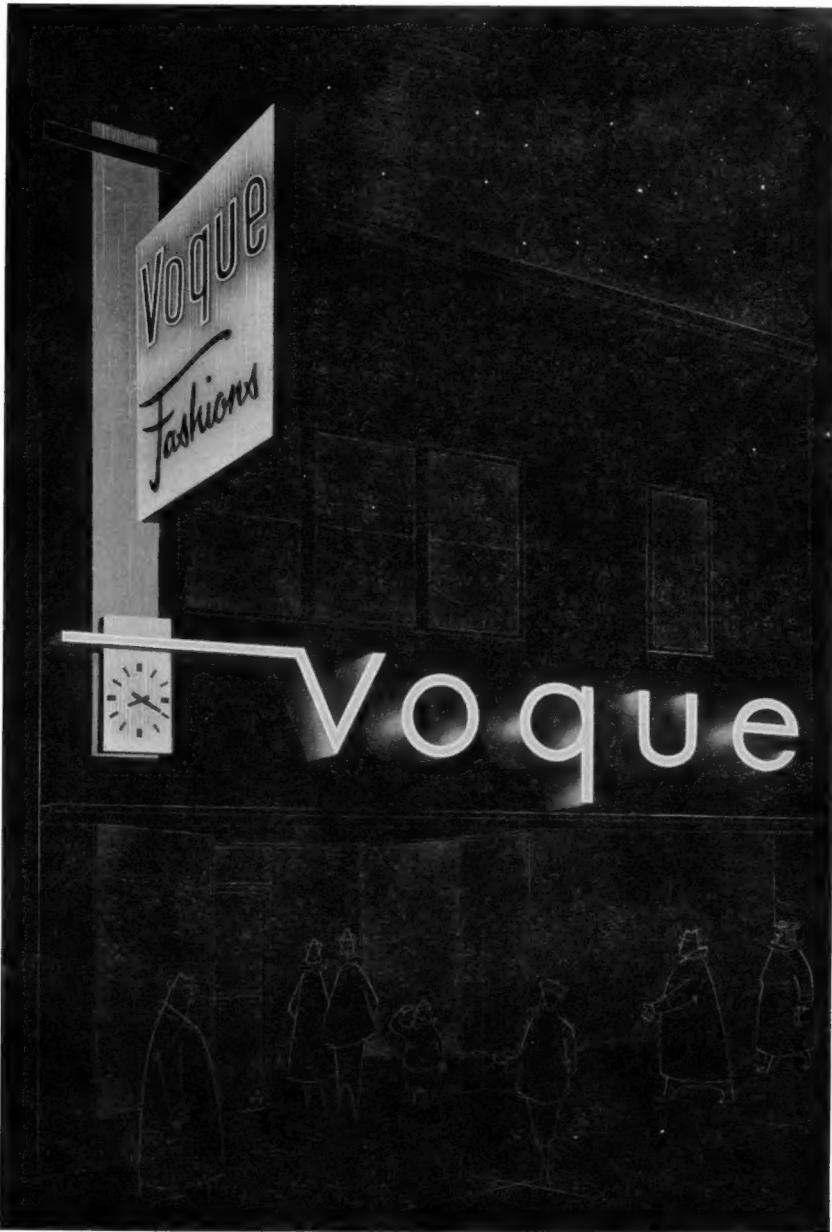
Neon Products of Canada Limited
314 Fourth Avenue West
Calgary, Alberta, Canada



SPECIFICATIONS

Storefront above windows finished in vertical siding, sheet metal if wood not permissible, with matching adjustable vertical louvres to control light in doctor's office windows. Color—a light tone wood color. Fascia Letters: "Fashions" raised block sheet metal script 5'4" high to 15" and 5" deep. Illumination—fluorescent green tubing to give dark surface to black face letter. Raised block sheet metal stars 5" deep with tapered

points, illuminated by fluorescent white tubing to give dark surface to black face star. All stars flashing at random. Vertical: Five wedge shape blocks measuring 15½' high by 2½' wide, inside thickness 1'8" tapering to 3"; outside edge stooled out from wall 6". Milk plastic faces on blocks. Illumination by white fluorescent tubing. "Vogue" cutout letters are painted black, edge green 2½' high, 1" thick, stooled out from plastic face 1".



Honorable Mention

ADAM L. GEJDOS

Neon Products of Canada Limited
1252 Third Avenue, So.
Lethbridge, Alberta, Canada

SPECIFICATIONS

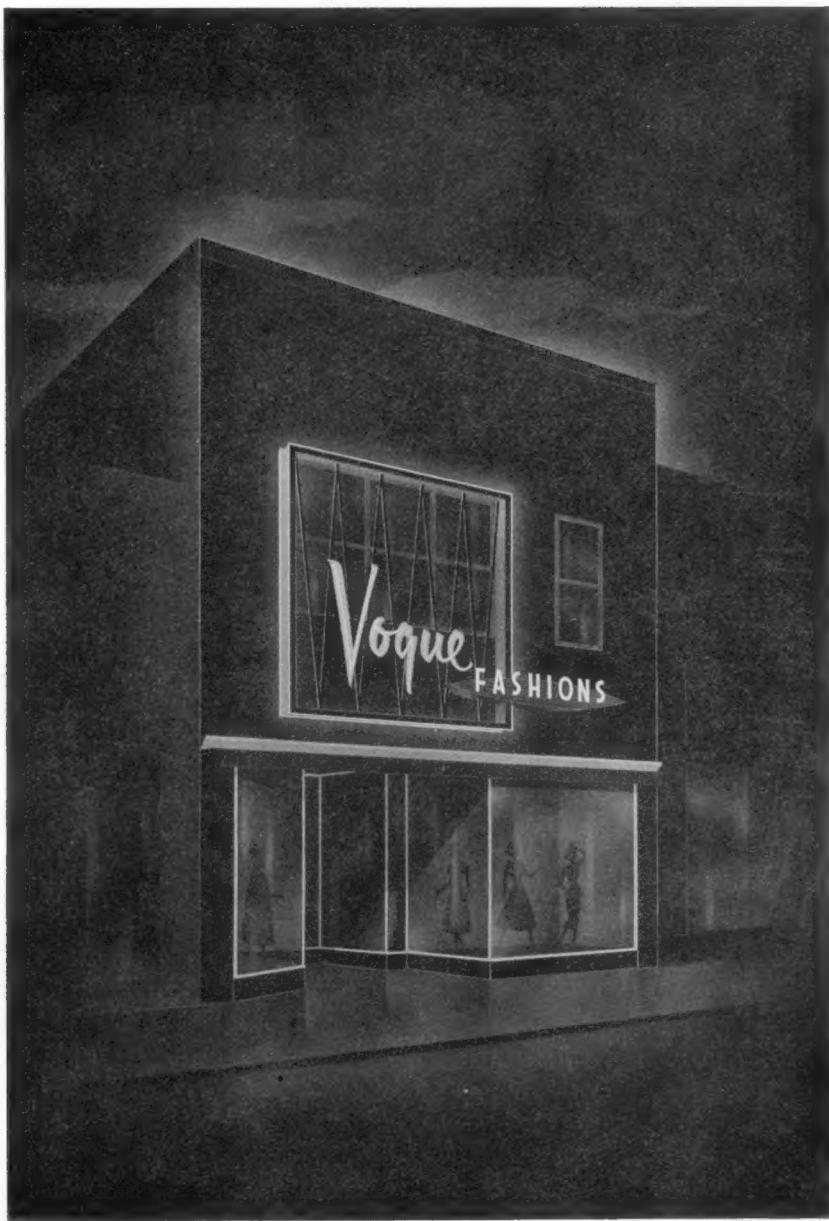
Double faced vertical sign is 8' high and 5' wide—sign edge 10". Face of sign is corrugated white plastic illuminated with tangerine tubing. "Vogue"—prestwood letters 32 to 22" high with a double tube of tangerine on face of letters. "Fashions"—prestwood script 34 to 10" high. Clock—34" high by 24" wide with a 6" metal edge. Clock face is of corrugated white plastic illuminated with tangerine tubing. Numerals and hands of clock are of prestwood. Decorative back-

ground panel—20' high and 2' wide with a 6" edge. Decorative panel is of corrugated white plastic illuminated with aqua tubing. "Vogue"—fascia—raised block sheet metal letters 36 to 28" high, letter edge 24". Illumination—double tube of fluorescent white tubing on face of letters. Flashing action on double face sign—plastic comes on, "Vogue" comes on, plastic goes out, "Vogue" goes out, repeat.

Honorable Mention

FREDERICK HARDY

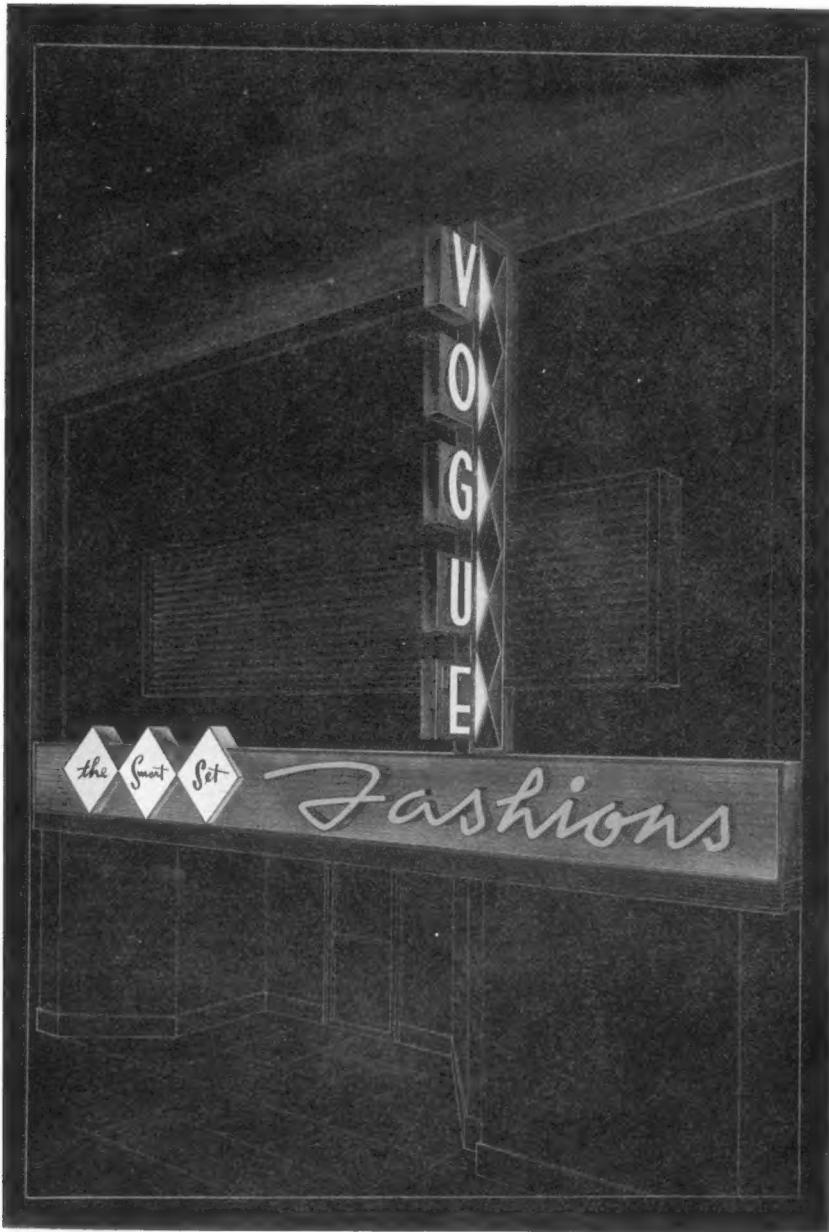
*Electrical Products Consolidated
1131 Monad Road, P. O. Box 453
Billings, Mont.*



SPECIFICATIONS

Rectangular shadow box portion is $11\frac{1}{2}'$ square, has a 12" channel with a 6" face. "Vogue" is in pan channel letters, 60 to 18" in height with a $2\frac{1}{2}'$ channel. The letters are supported by a lacing effect consisting of $1\frac{1}{2}'$ steel tubing. "Vogue" is illuminated with a single tube turquoise on 60 ma. 30 ma. rose is used on the double tube border. The elliptical cabinet is 10' long, 18" high and 10" deep. On this the pan channel letters of "Fashion" are mounted, 14" in height with a $2\frac{1}{2}'$ channel. The cabinet houses the

transformers for the entire display. "Fashions" is illuminated with a single tube of 6500° white on 60 ma. Material in display is 24 ga. galvanneal reinforced with angle iron, with the exception of the steel tubing used for supporting the word "Vogue." This tubing is mounted on the shadow box to allow ample space for cleaning the second floor windows. This design gives consideration to the upstairs tenant and also to duplication on letterheads, clothing labels and other forms of advertising.



Honorable Mention

FRANK T. KLEIN
Triple "A" Neon
11015 Cumpston St.
No. Hollywood, Calif.

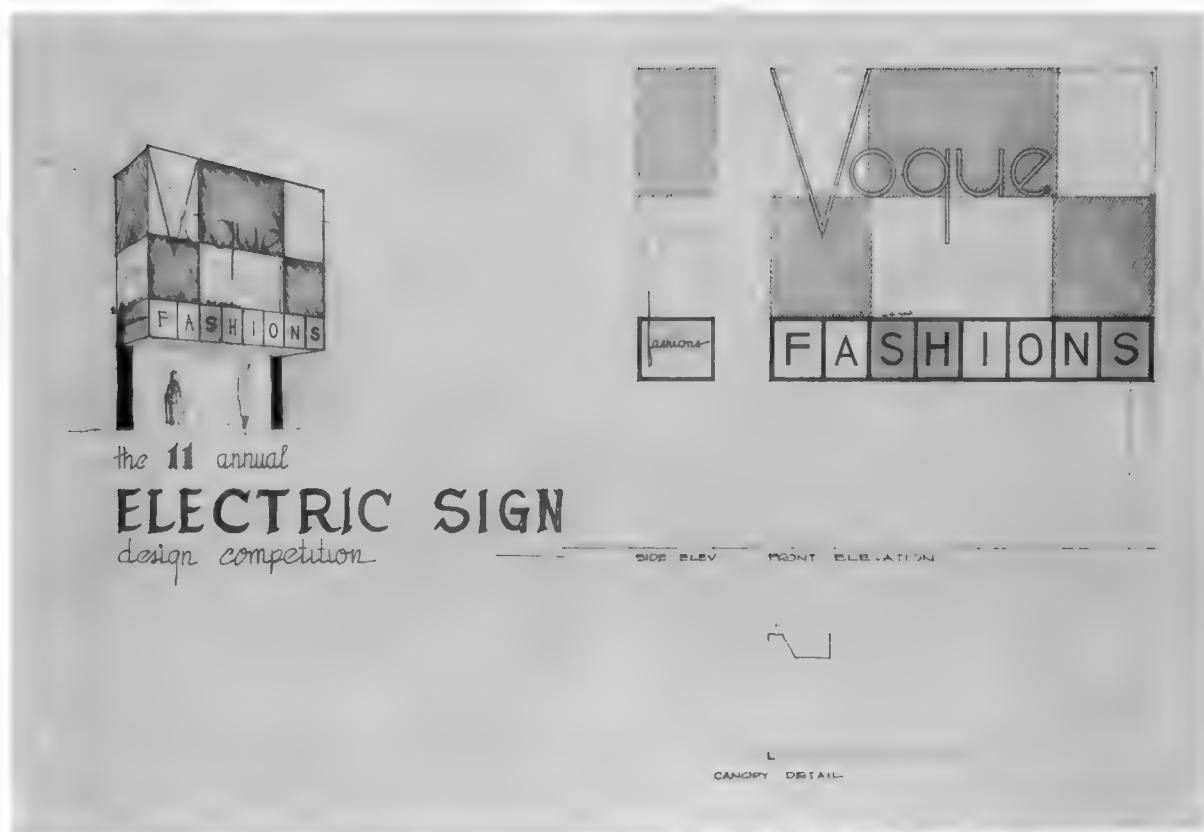
SPECIFICATIONS

"Vogue" cabinets are 20 x 28" with 24" plastic faced letters. Arrows on decorative pylon are illuminated with 15 mm. 30 ma. tubing. Front panel, 3½ x 25' in corrugated alumilited aluminum. Three diamond shaped panels, 3 x 4½",

with plastic faces and cut-out plastic letters. The word "Fashions" is in 30 to 15" channel letters with plastic faces, illuminated by two tubes of 3500° neon tubing.

Honorable Mention

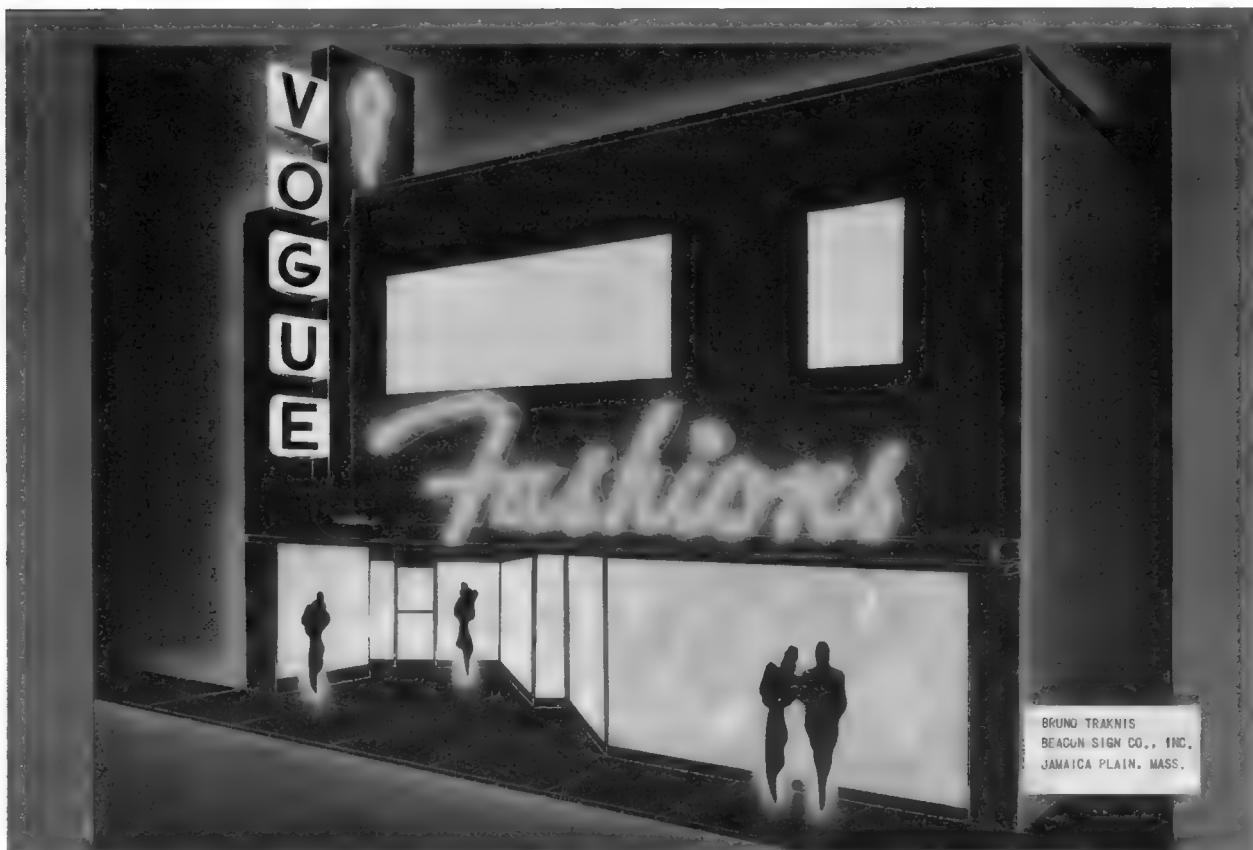
KIRBY M. KEAHEY
Box 5409, College Station, Texas

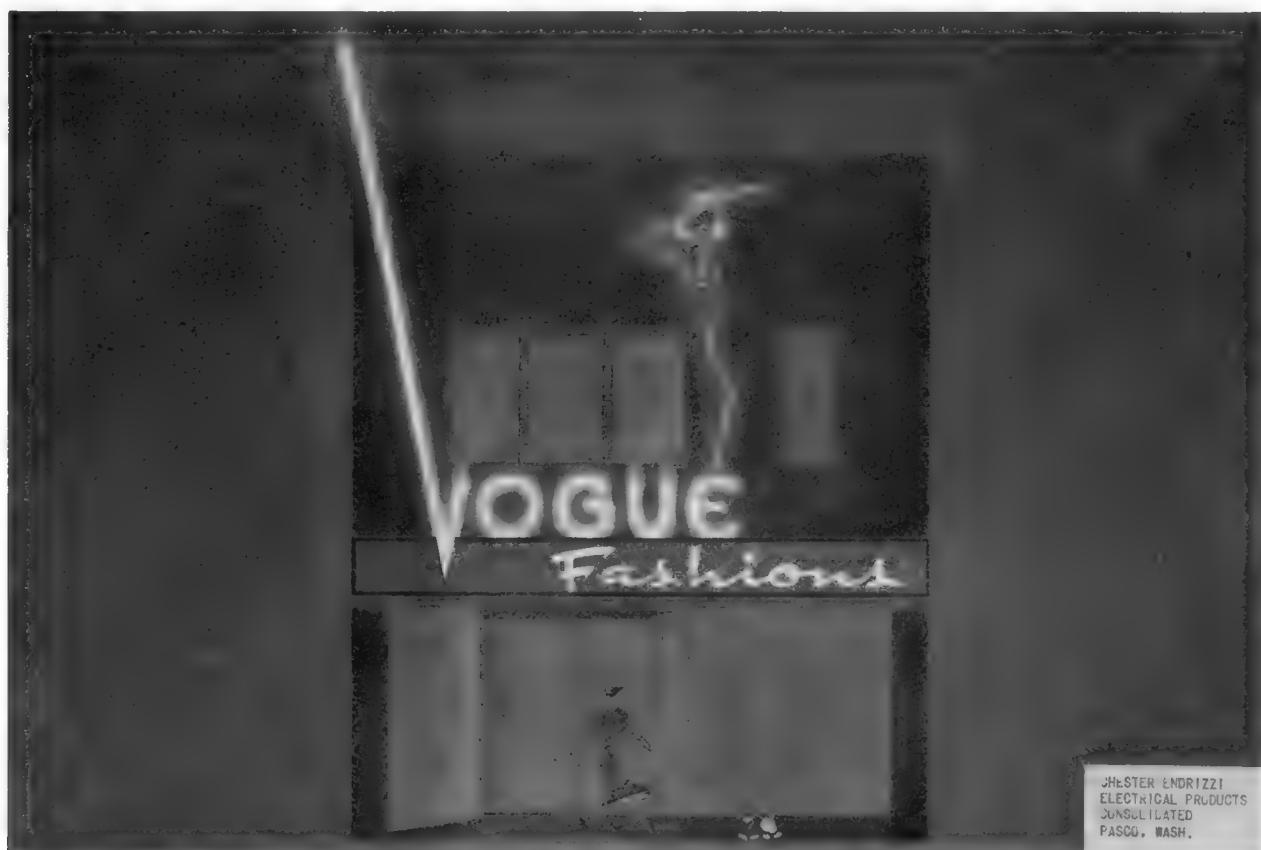


SPECIFICATIONS

Translucent plastic panels approximately 3 x 4'; expanded metal lath screen. Aluminum sheet for underside of canopy. Neon tubing to be used for "Vogue." Approximately seven floodlights, behind

"Fashions" sign. Main structure is of light weight steel members strengthened by cross bracing and the expanded metal lath.

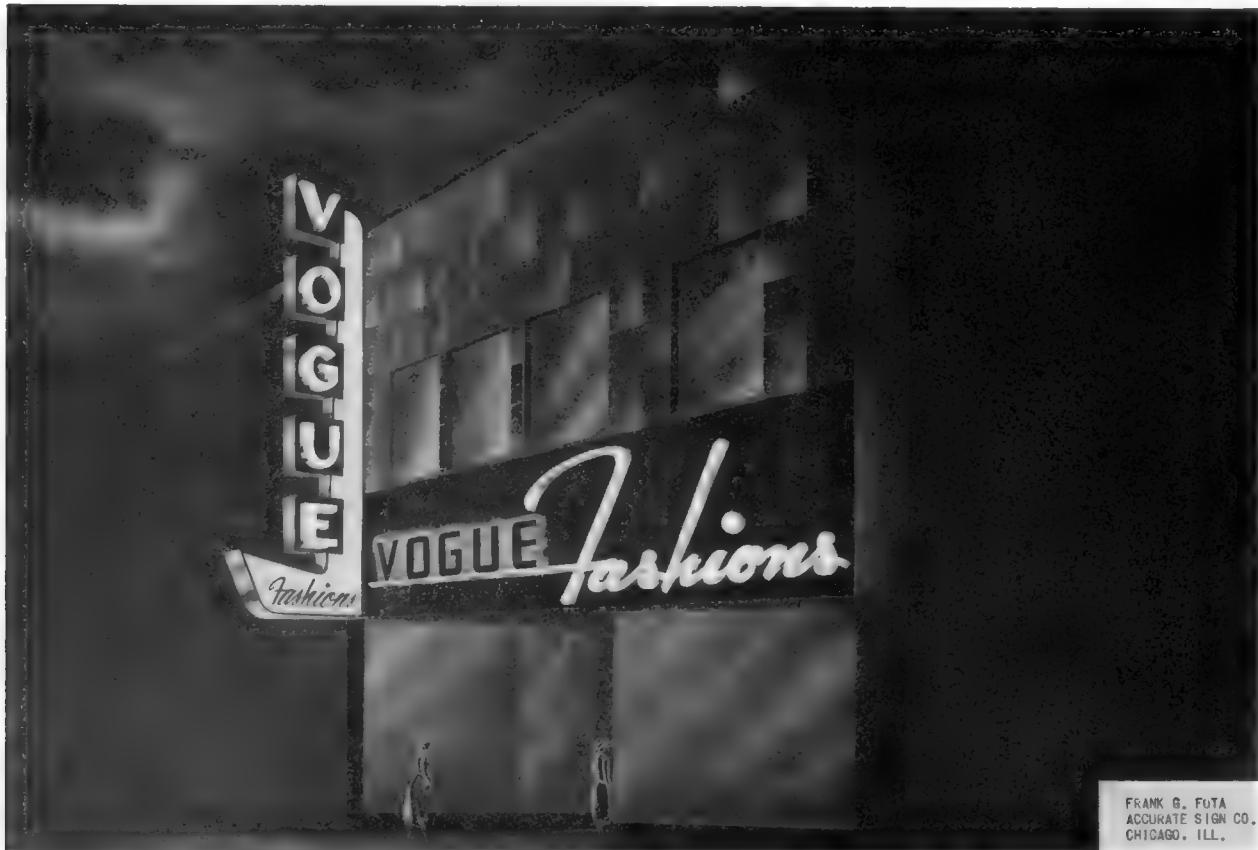




CHESTER ENDRIZZI
ELECTRICAL PRODUCTS
CONSULTED
PASCO, WASH.



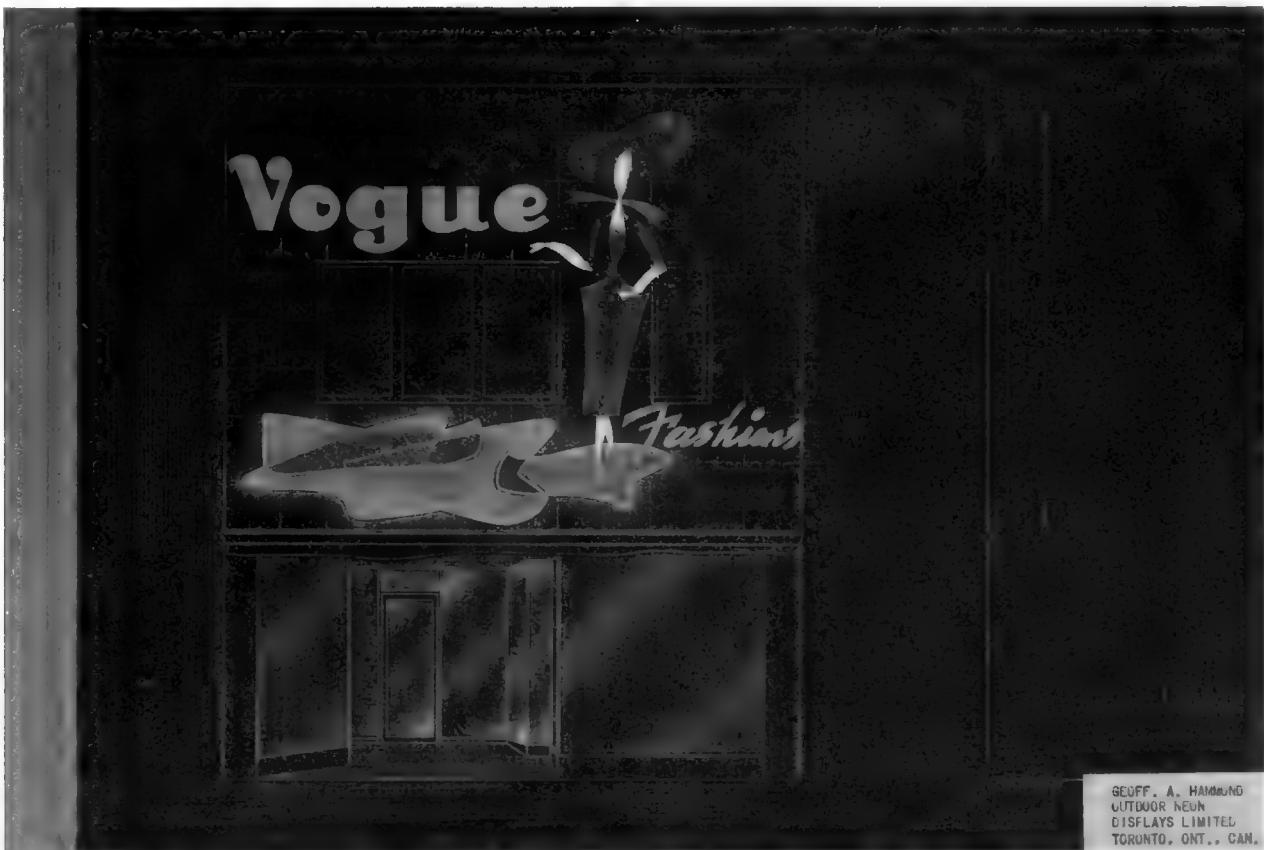
STAN WALSH
OUTDOOR NEON
DISPLAYS LIMITED
TORONTO, ONT., CAN.



FRANK G. FOTIA
ACCURATE SIGN CO.
CHICAGO, ILL.



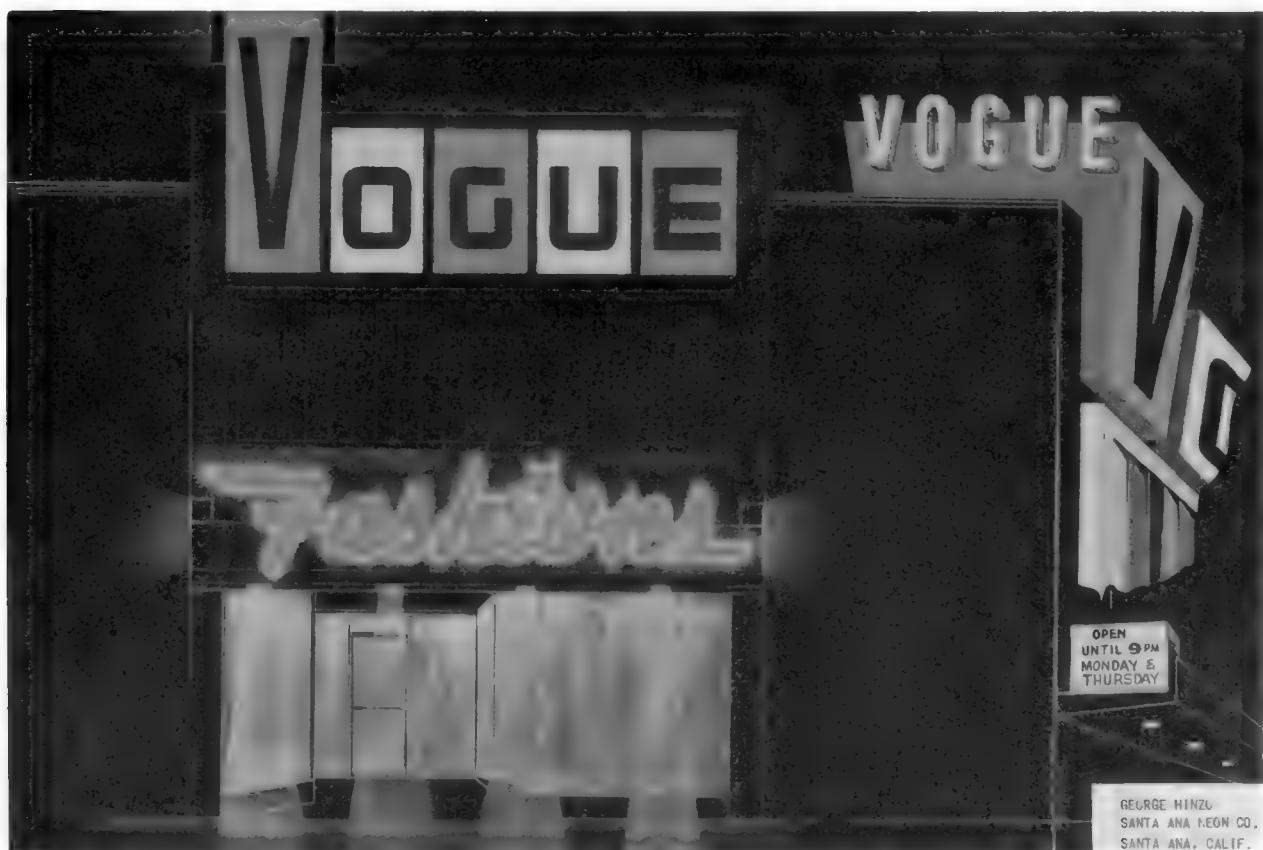
RUDOLPH NIELSEN
FOLKS & MILLER SIGN
COMPANY, INC.
ROCKVILLE, MD.



GEOFF. A. HAMMUND
OUTDOOR NEON
DISPLAYS LIMITED
TORONTO, ONT., CAN.



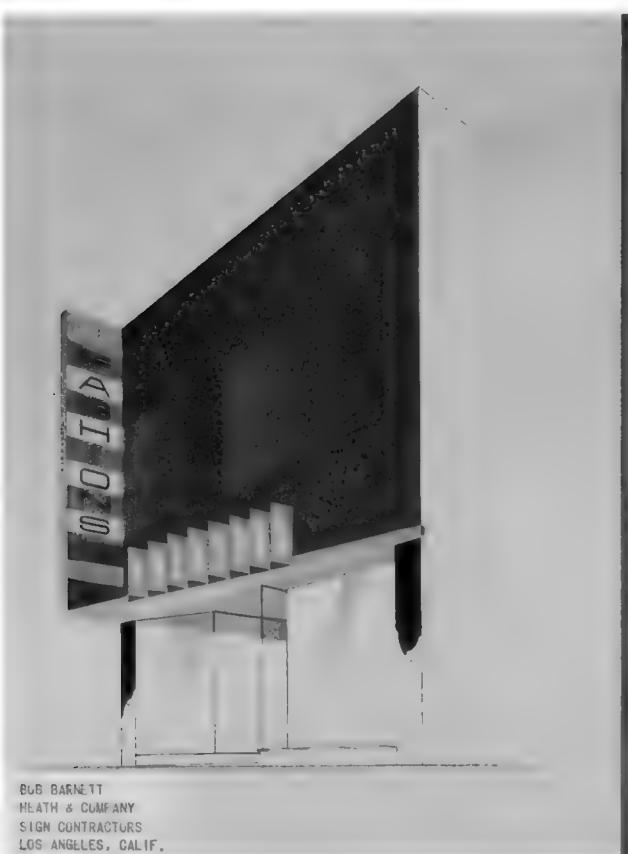
GEORGE W. PLATT
W. HORSTMAN COMPANY
DETROIT, MICHIGAN



GEORGE HINZ
SANTA ANA NEON CO.
SANTA ANA, CALIF.



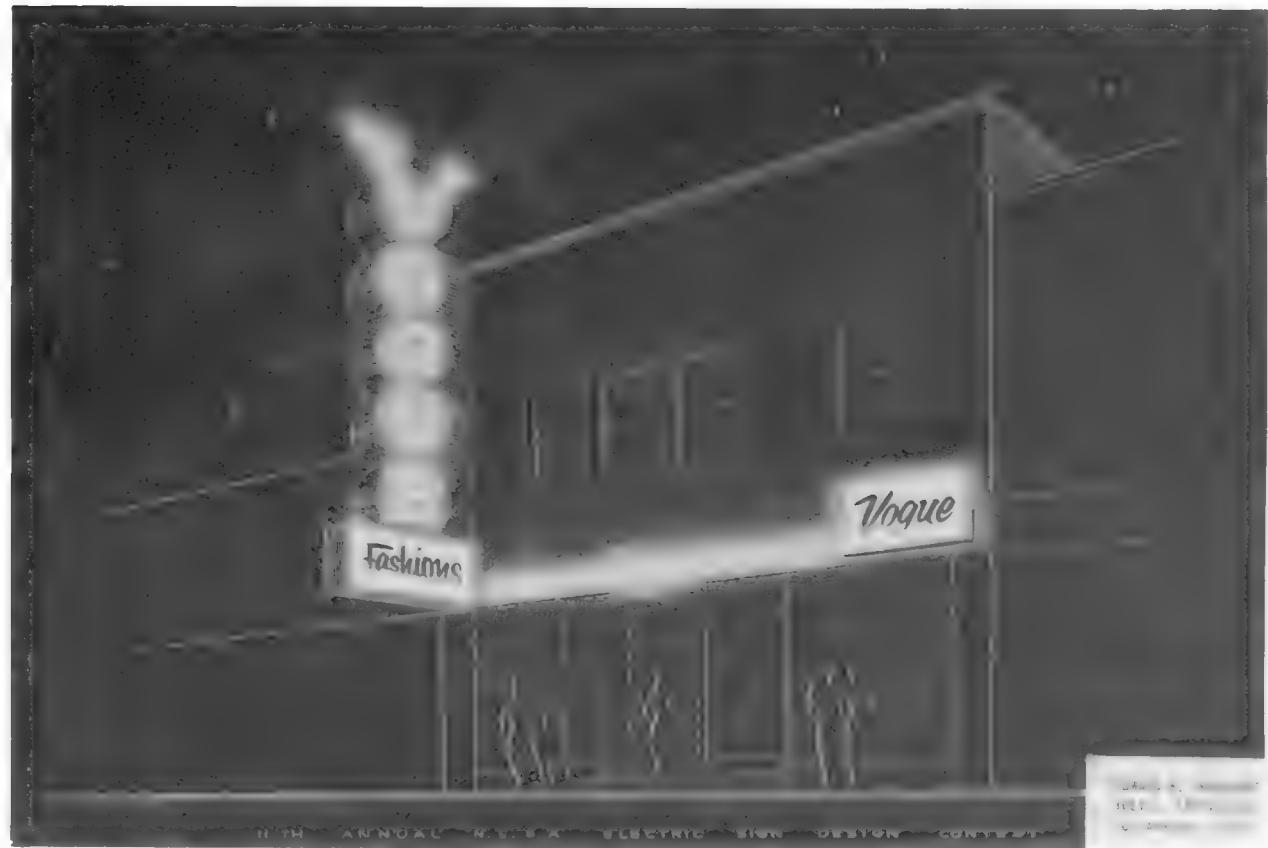


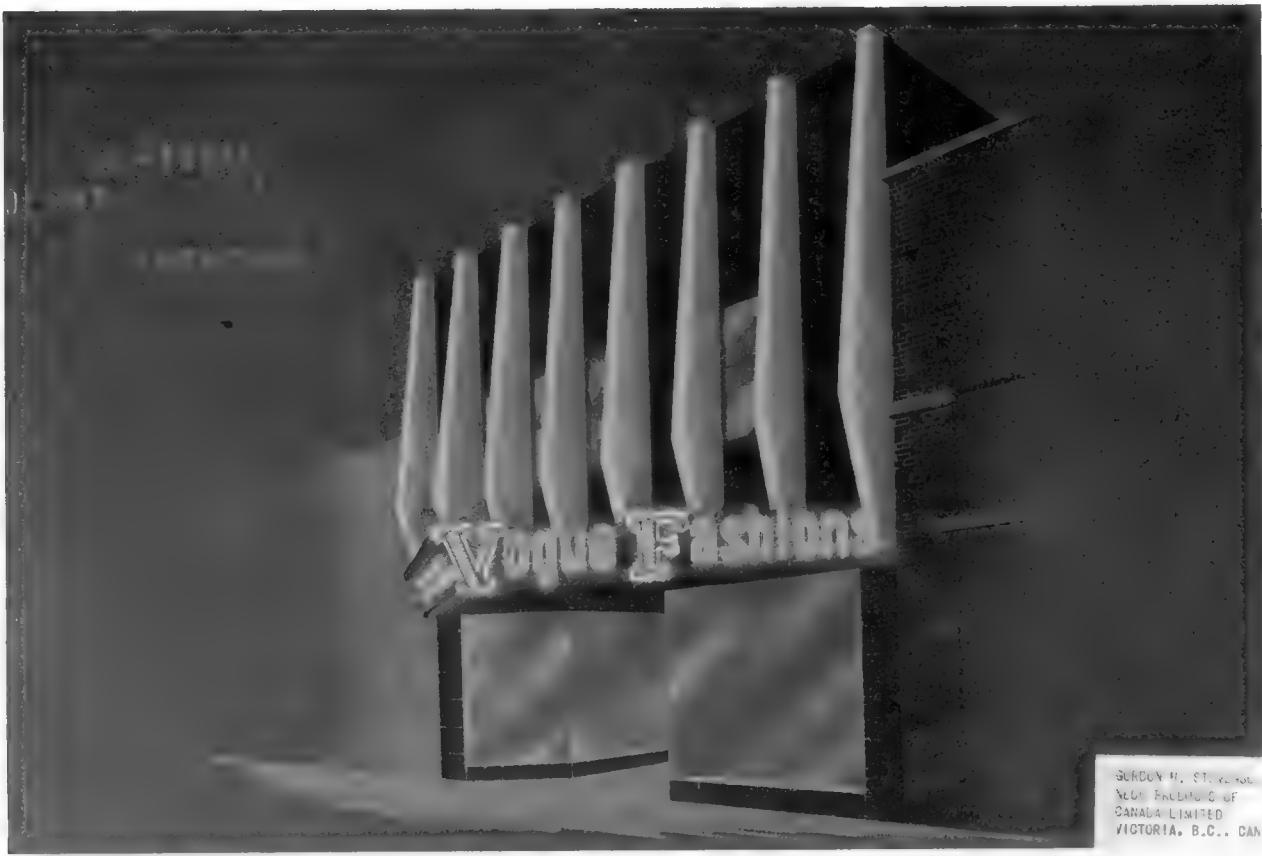


BOB BARNETT
HEATH & COMPANY
SIGN CONTRACTORS
LOS ANGELES, CALIF.









DAY IDENTIFICATION

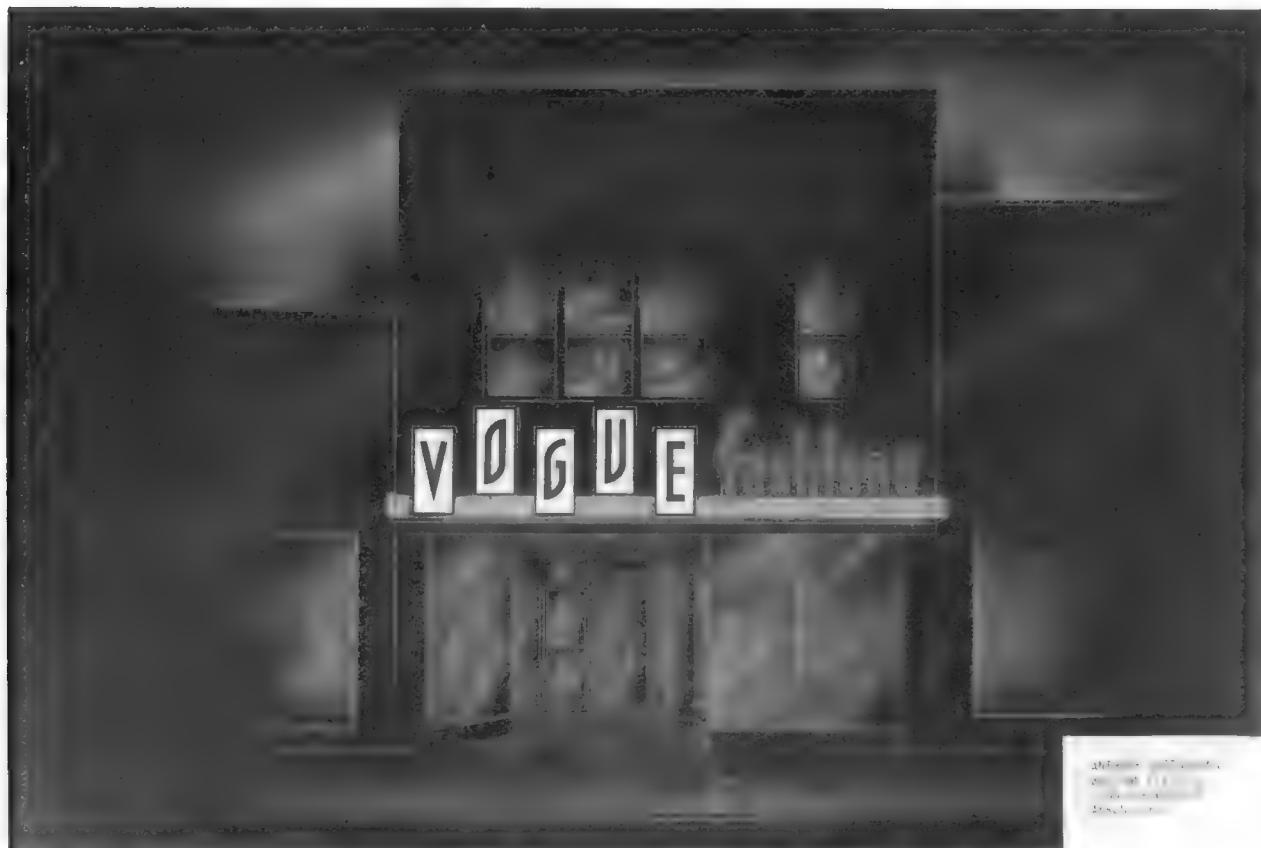


PERSPECTIVE & STORE FRONT

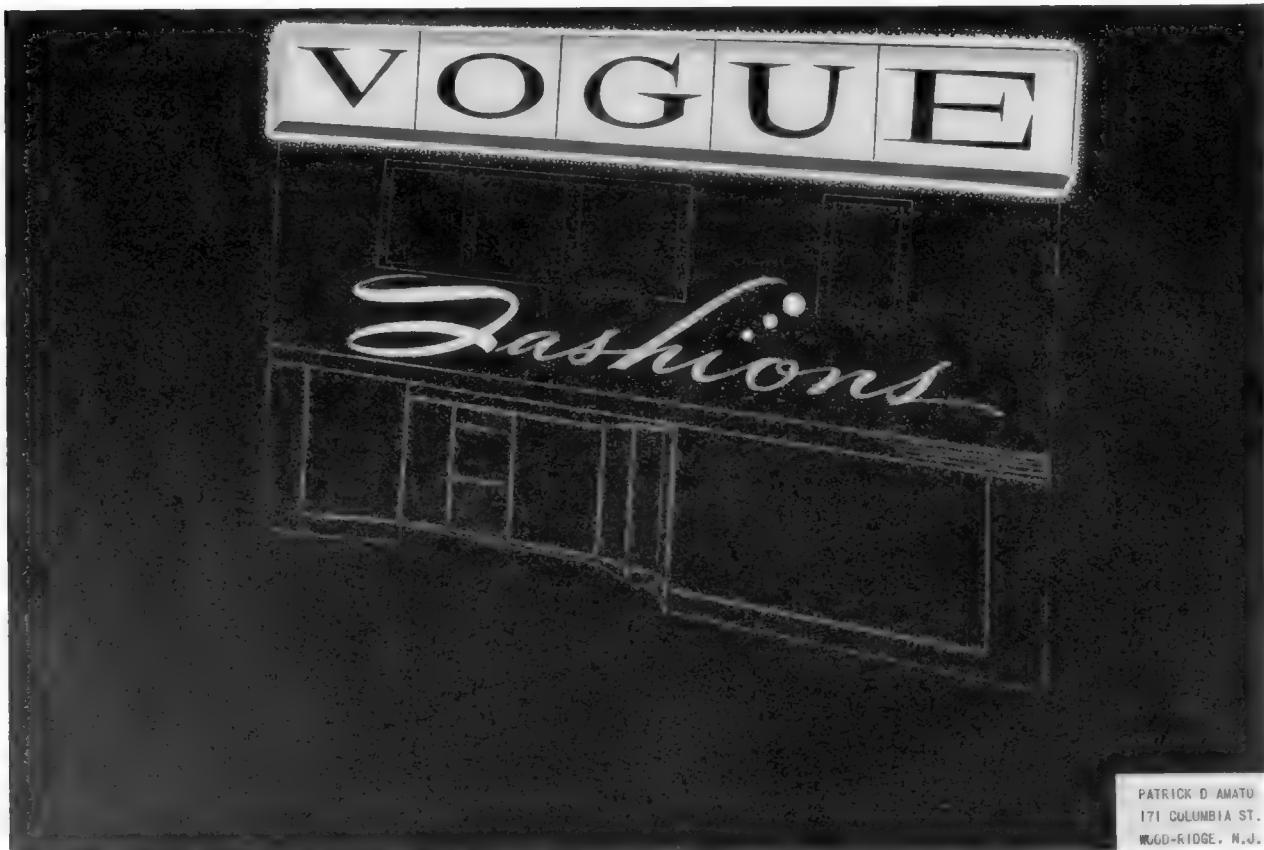
DONALD H. NIEHAUS
LUMILITE NEON SIGN CO.
CINCINNATI, OHIO

DESIGNED & DEVELOPED FOR
"VOGUE FASHIONS"
NESA SIGN DESIGN COMPETITION
1957





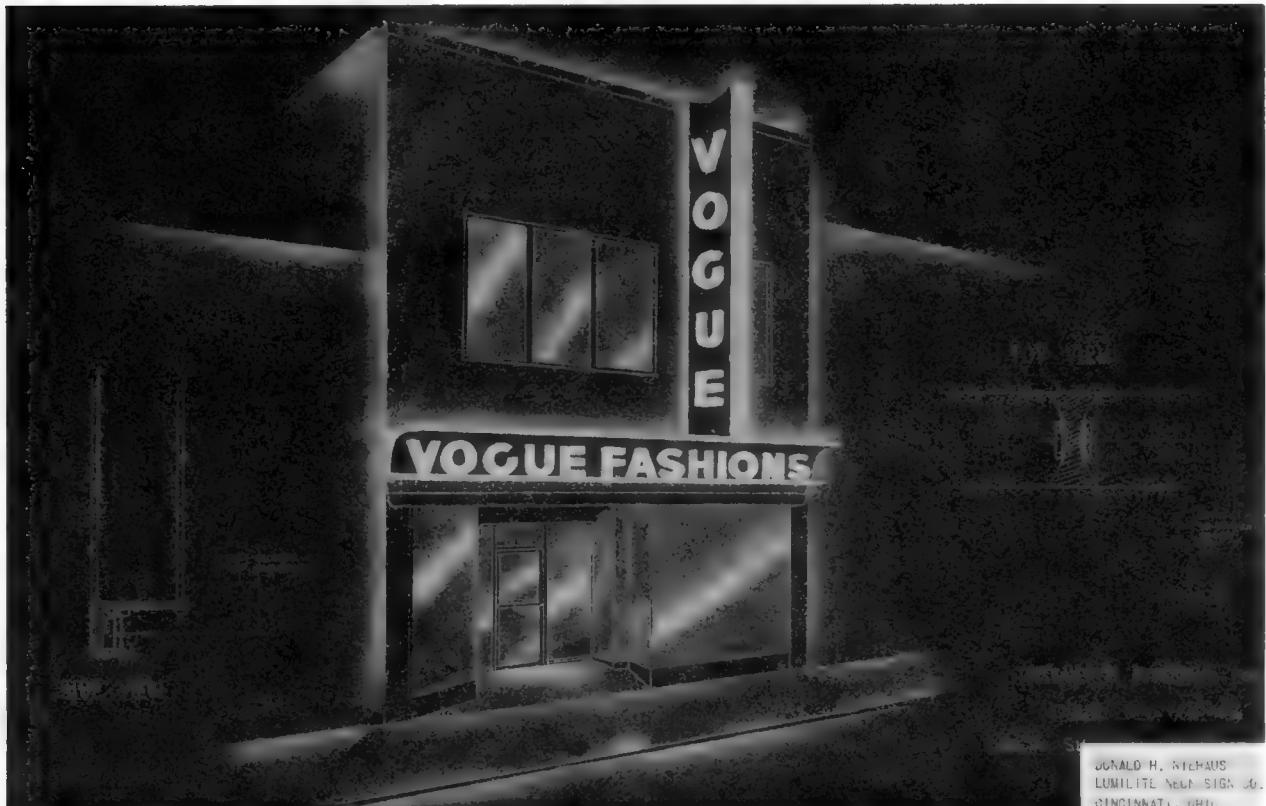
JOHN A. KOHAR
RA-LITE NEON SIGN
COLUMBUS, OHIO



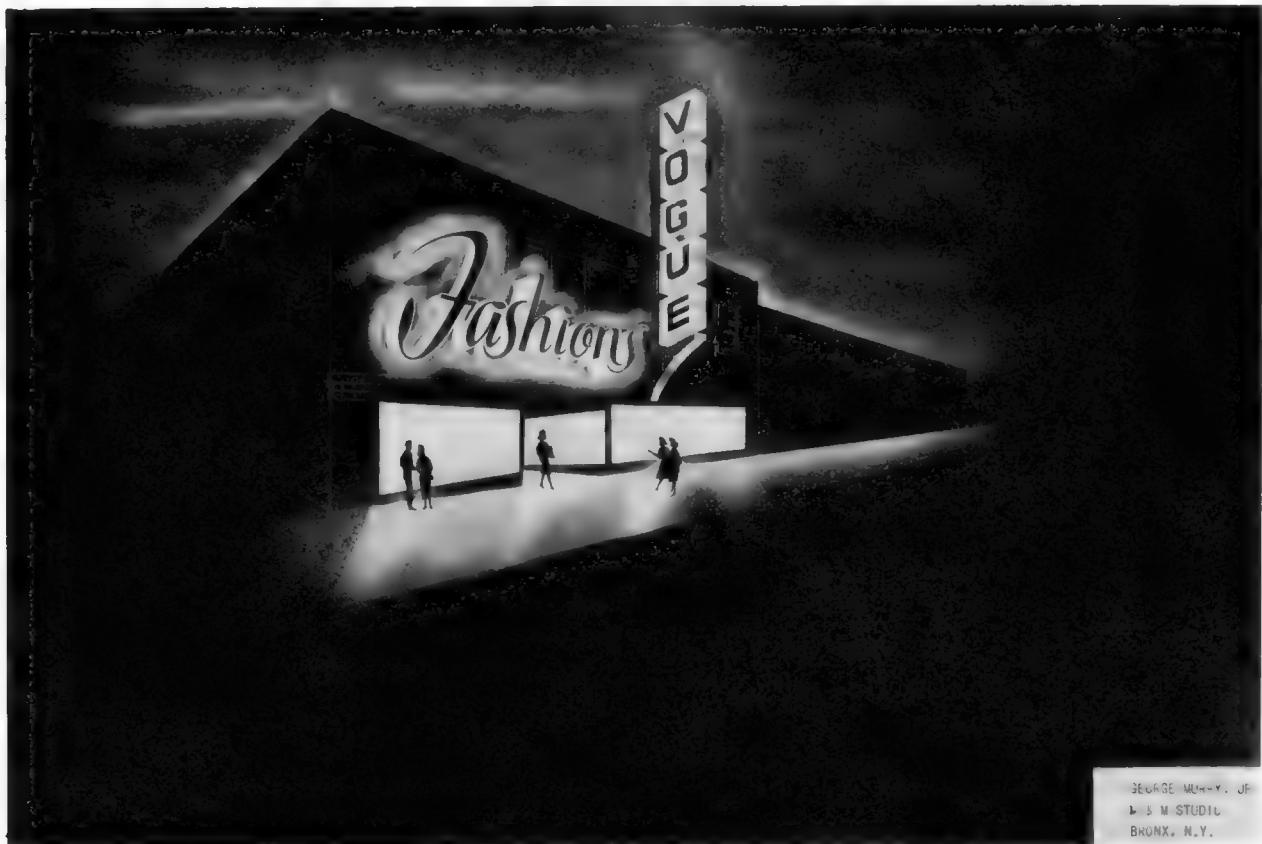
PATRICK D'AMATO
171 COLUMBIA ST.
WOOD-RIDGE, N.J.



CLIP 35
SERIAL 247 S
INDEX 722



DONALD H. KIEHAUS
LUMILITE NEON SIGN CO.
CINCINNATI, OHIO

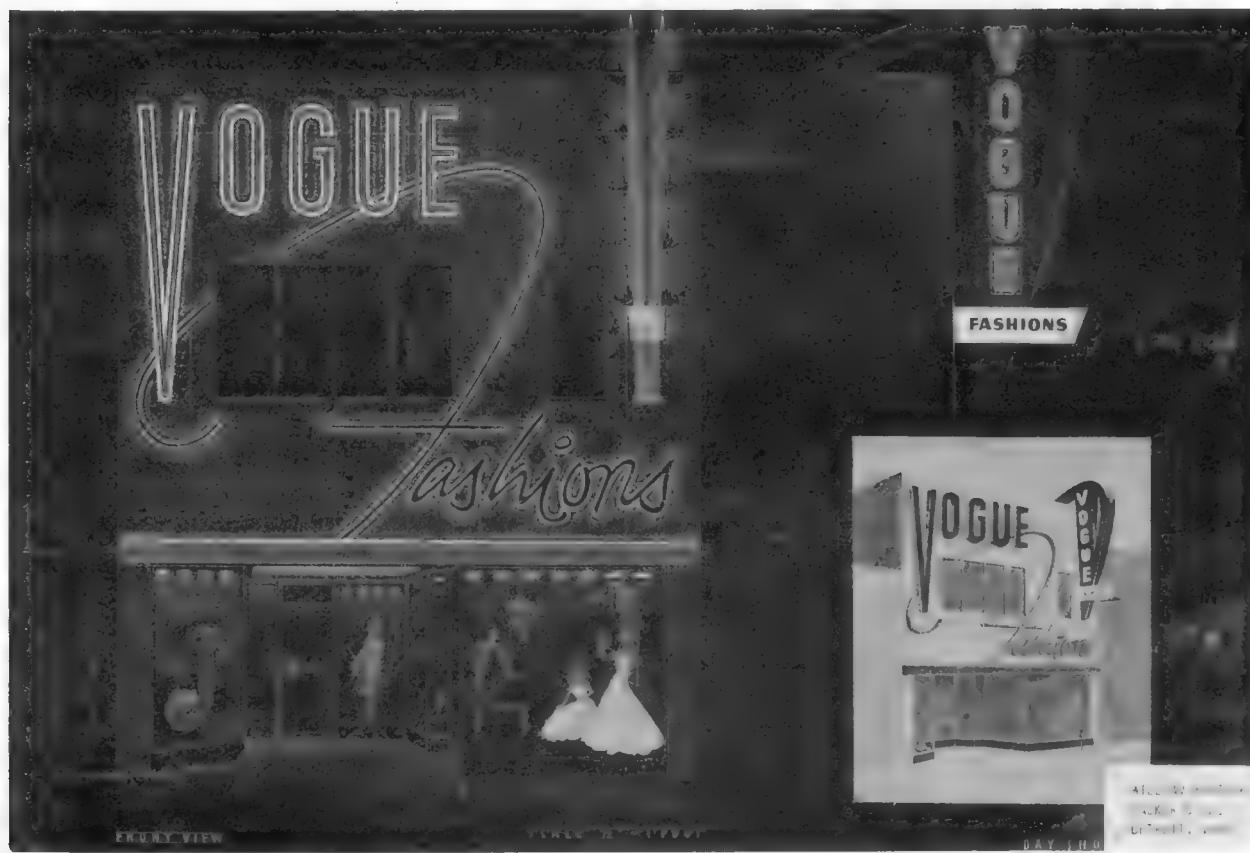


GEORGE MULRY, JR.
L & M STUDIO
BRONX, N.Y.



11th Annual N
COMPETIT

WALTER HARPT
GENERAL OUTDOOR
ADVERTISING CO.
PHILADELPHIA, PA.



ALL DAY
EVENING
DRAFT FREE

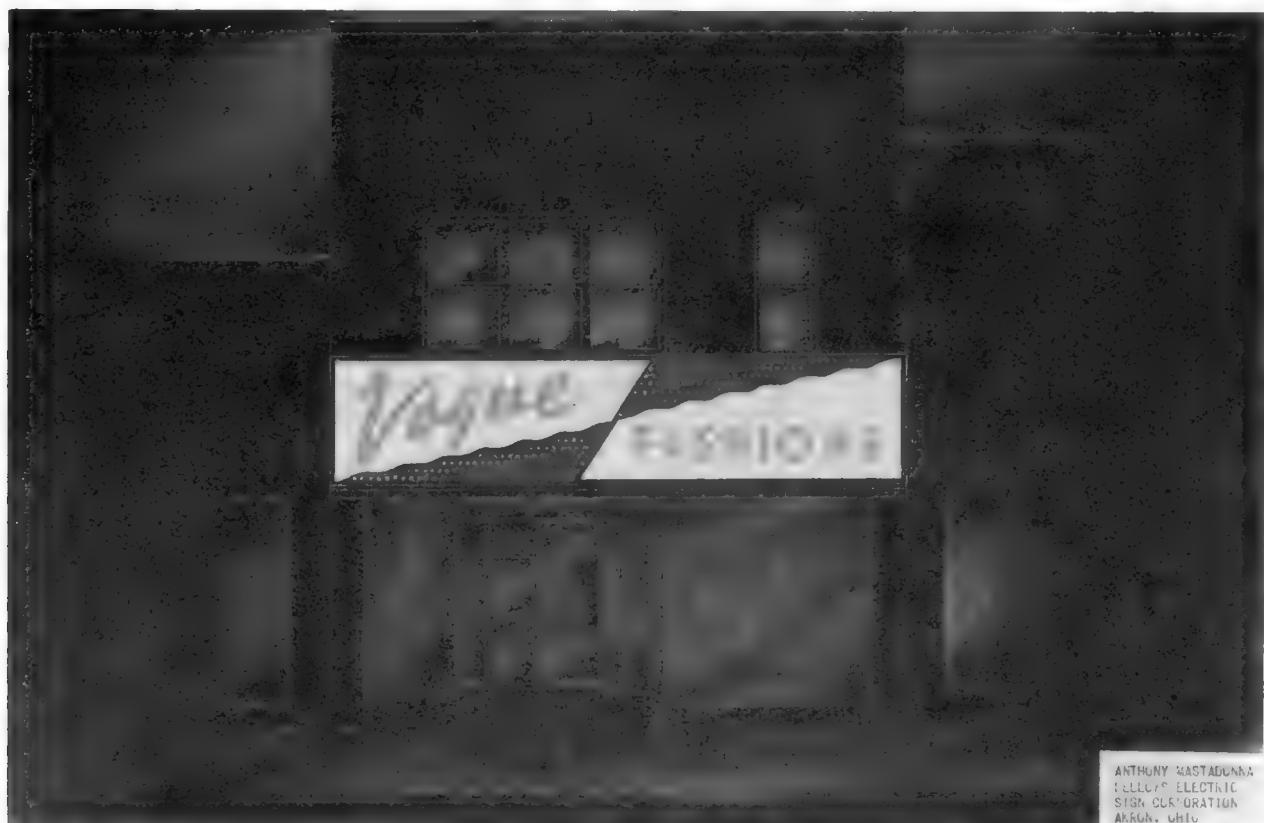
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MURKIE LEUNG
ELECTRICAL PRODUCTS
CORPORATION
LOS ANGELES, CALIF.



HENRY SIMON
ACCURATE SIGN CO.
CHICAGO, ILL.

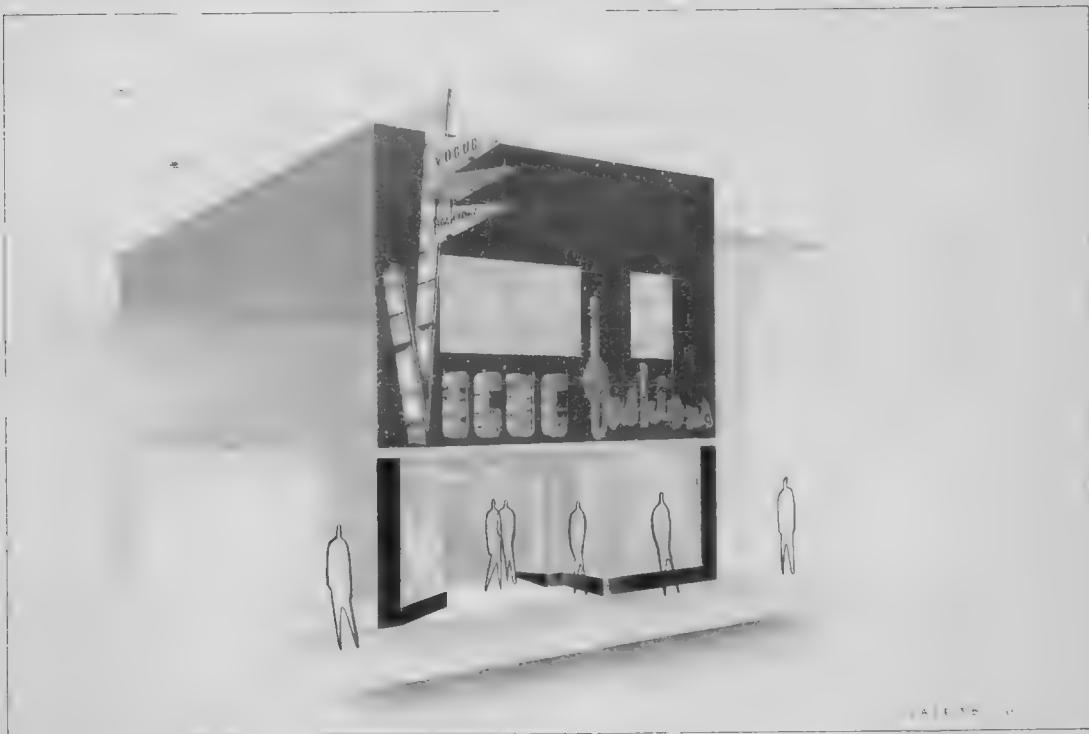


ANTHONY WASTADURKA
CELEUS ELECTRIC
SIGN CORPORATION
AKRON, OHIO



FRANK G. FUTA
ACCURATE SIGN CO.
CHICAGO, ILL.

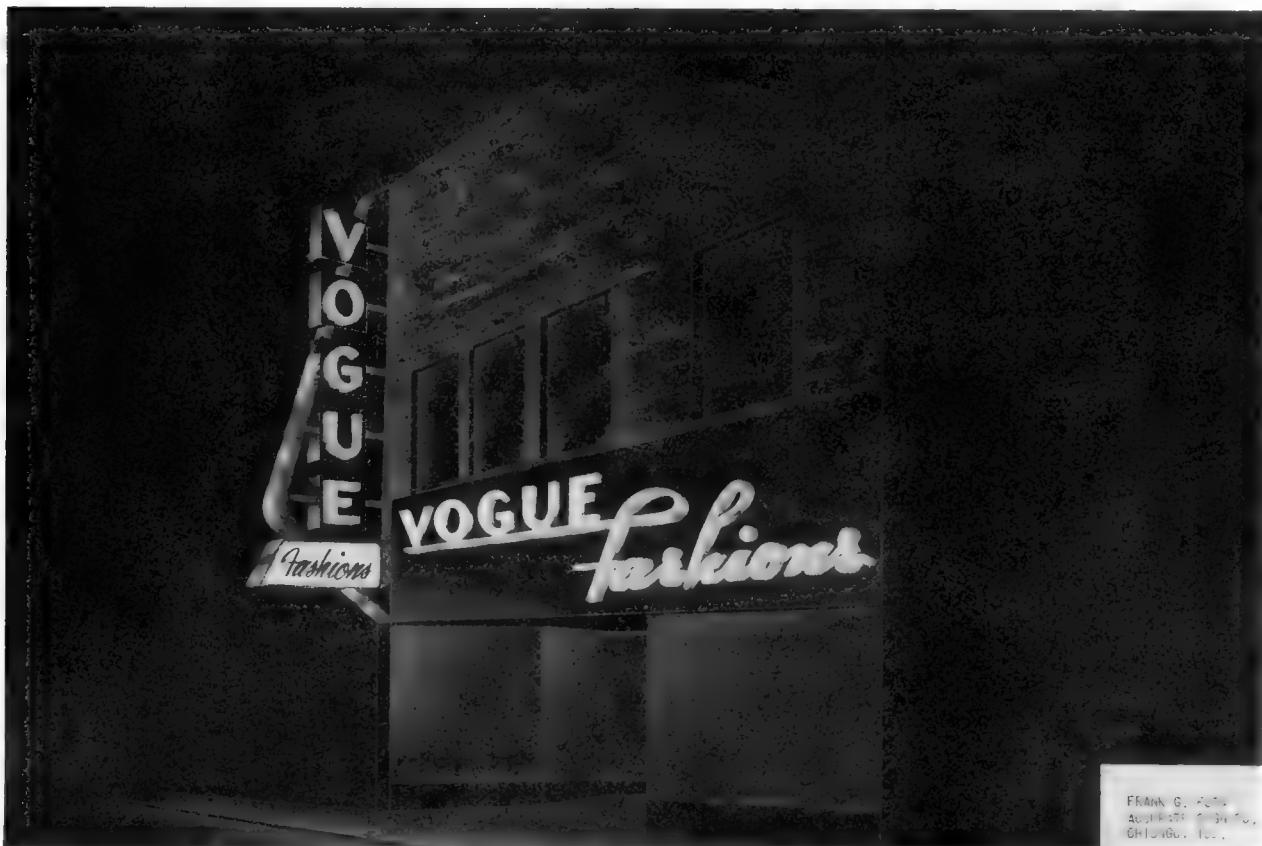




ALBERT KUCHINSKY
AND
GARY MURDOCK
C.I. BRINK, INC.
SO., BOSTON, MASS.



E. CLINTON HEWLETT
QKS NEON COMPANY
SAN FRANCISCO, CALIF.



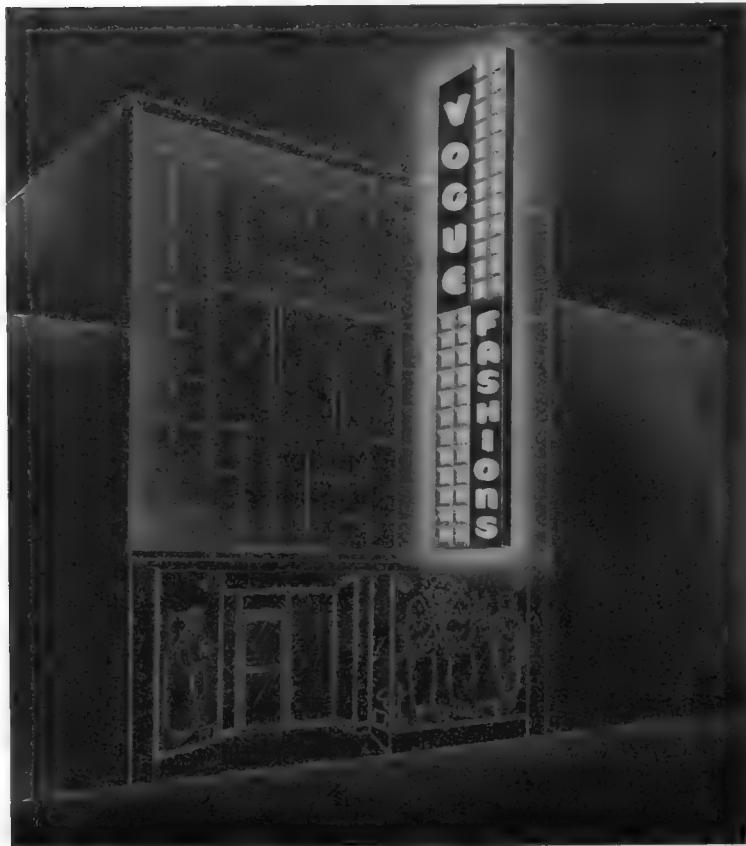
FRANK G. ALLEN
ALLEN SIGN CO., INC.
CHICAGO, ILL.



JOHN W. TAYLOR
TAYLOR SIGN CO.
NEW YORK, N.Y.



DAY IDENTIFICATION



TOP VIEW



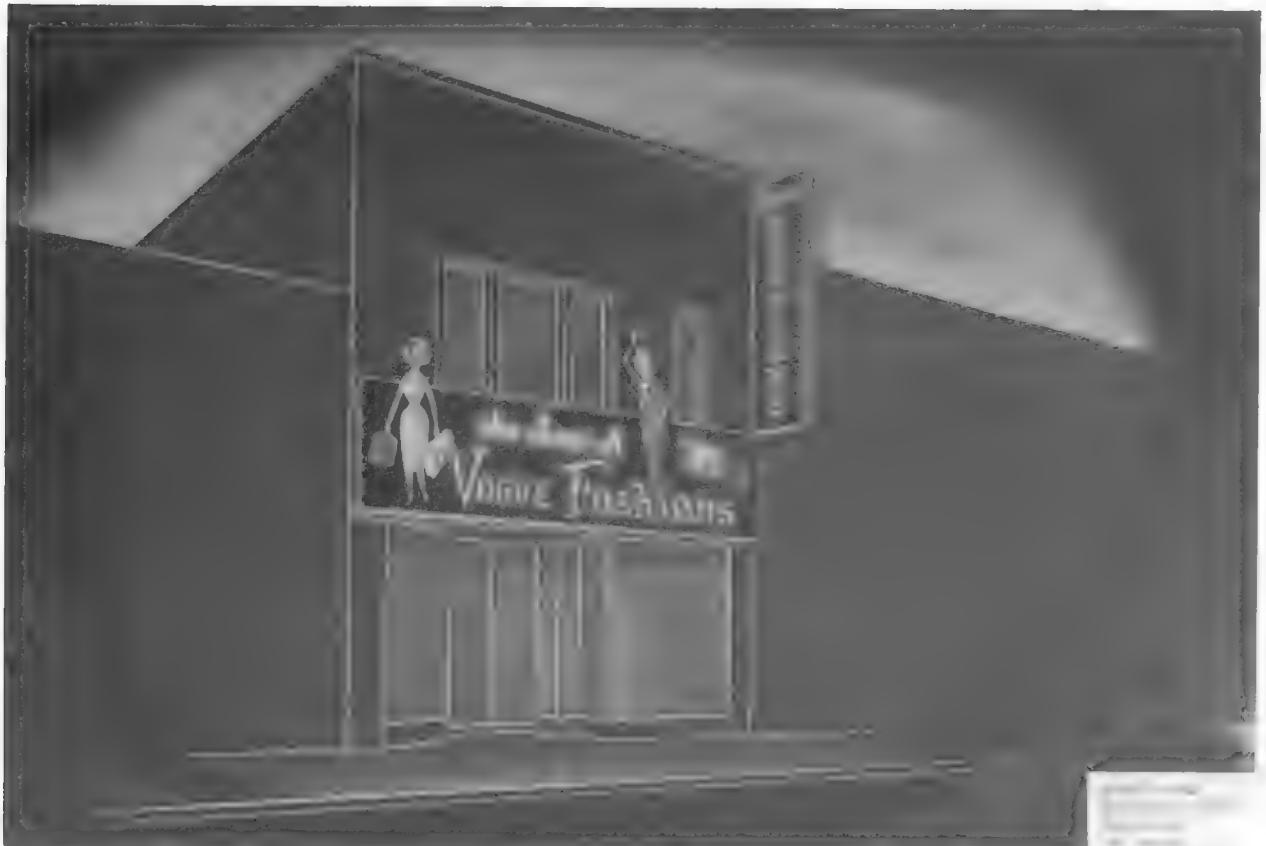
DONALD H. NIEHAUS
LUMILITE NEON SIGN CO.,
CINCINNATI, OHIO

DESIGNED & DEVELOPED FOR
"VOGUE FASHIONS"
NESA SIGN DESIGN COMPETITION

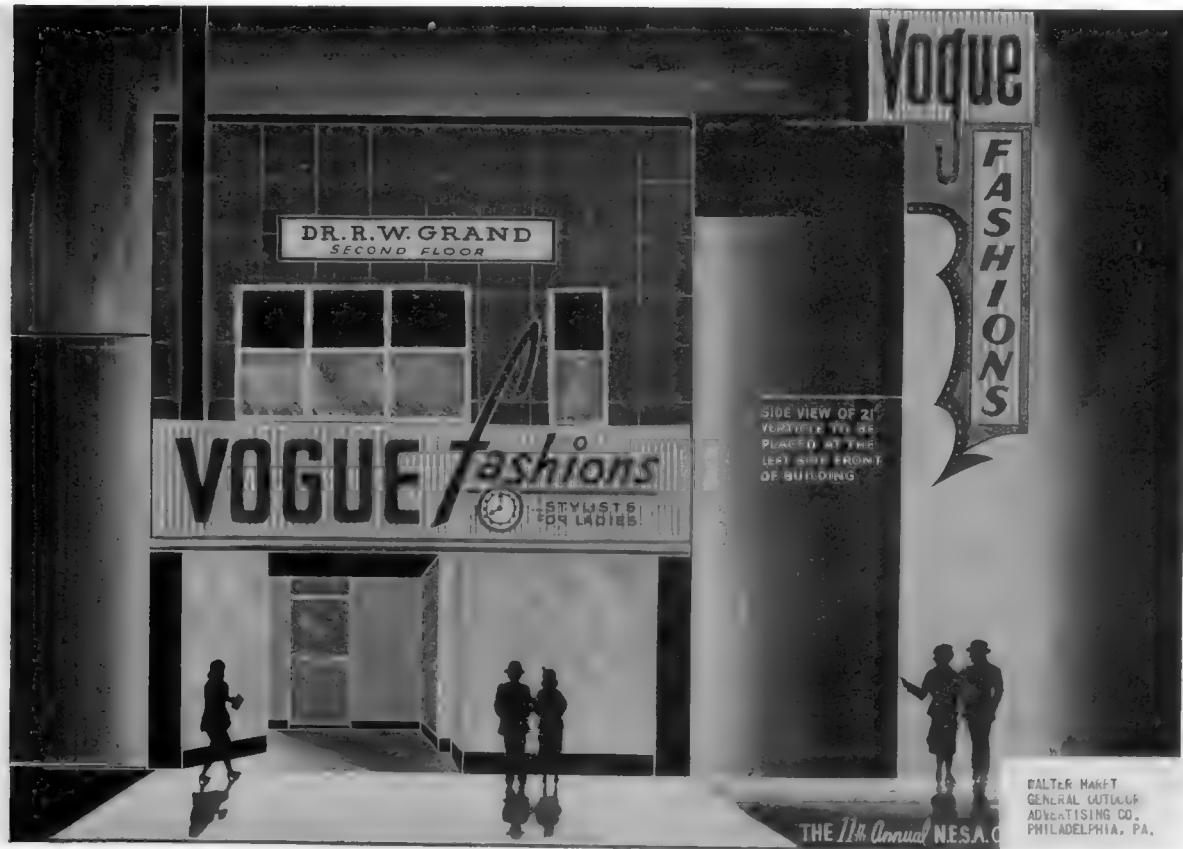
1957



ANTHONY MASTADUNNA
BELLONI ELECTRIC
SIGN CORPORATION
AKRON, OHIO

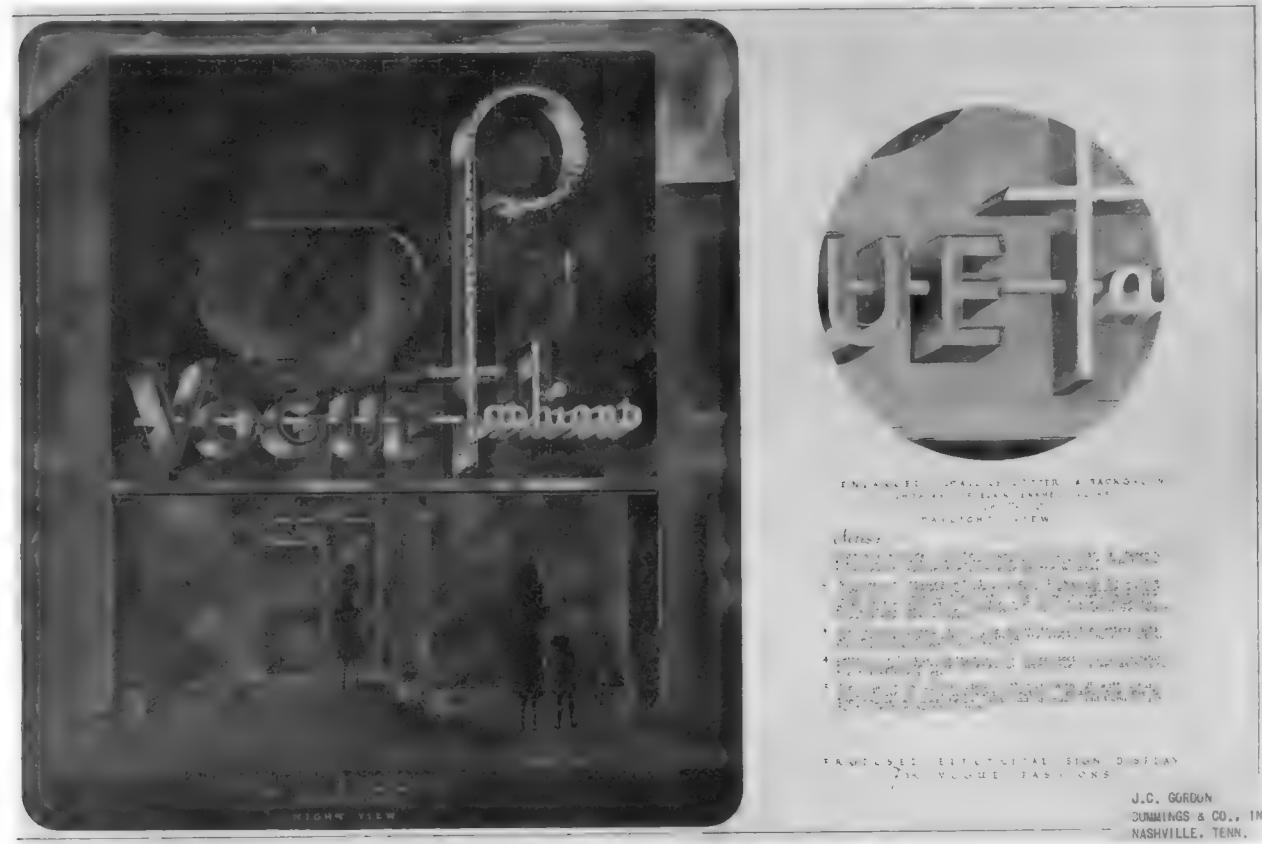








GEOFF. A. HAMILTON
OUTDOOR NEON
DISPLAYS LIMITED
TORONTO, ONT., CAN.



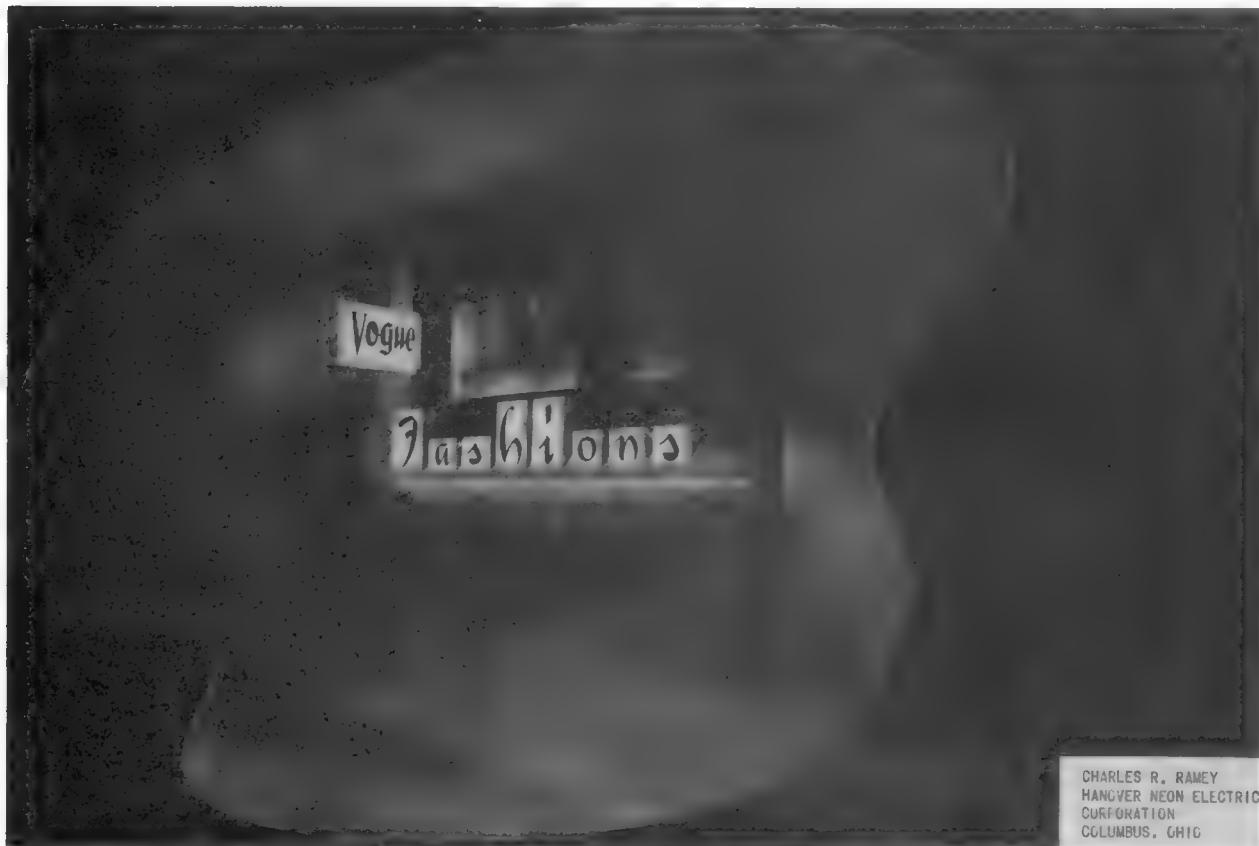
ENCLASSED CHANNEL LETTER & BACKGLASS
DISPLAY IN CLEAR ENAMEL GLASS
DAY & NIGHT VIEW

Class:

1. This is a backglass display.
2. It is enclosed in a channel letter.
3. It is made of clear glass.
4. It is illuminated at night.
5. It is a day & night display.
6. It is made of clear enamel glass.
7. It is a backglass display.
8. It is enclosed in a channel letter.
9. It is made of clear glass.
10. It is illuminated at night.
11. It is a day & night display.
12. It is made of clear enamel glass.

FRANKLIN ELECTRICAL SIGN DISPLAY
FOR VOGUE FASHION

J.C. GORDON
CUMMINGS & CO., INC.
NASHVILLE, TENN.

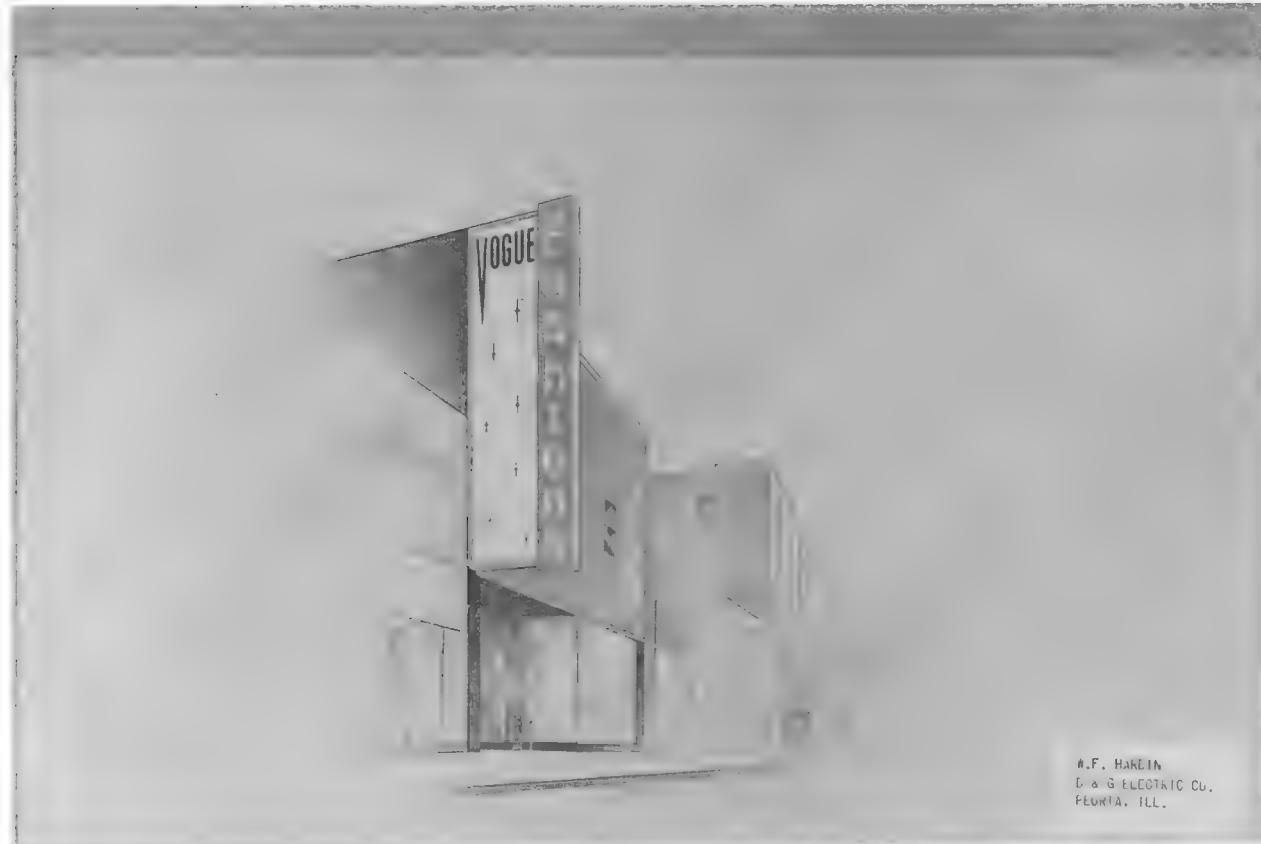


CHARLES R. RAMEY
HANOVER NEON ELECTRIC
CORPORATION
COLUMBUS, OHIO





CHESTER ENRIZZI
ELECTRICAL PRODUCTS
CONSOLIDATED
FACOM, WASH.



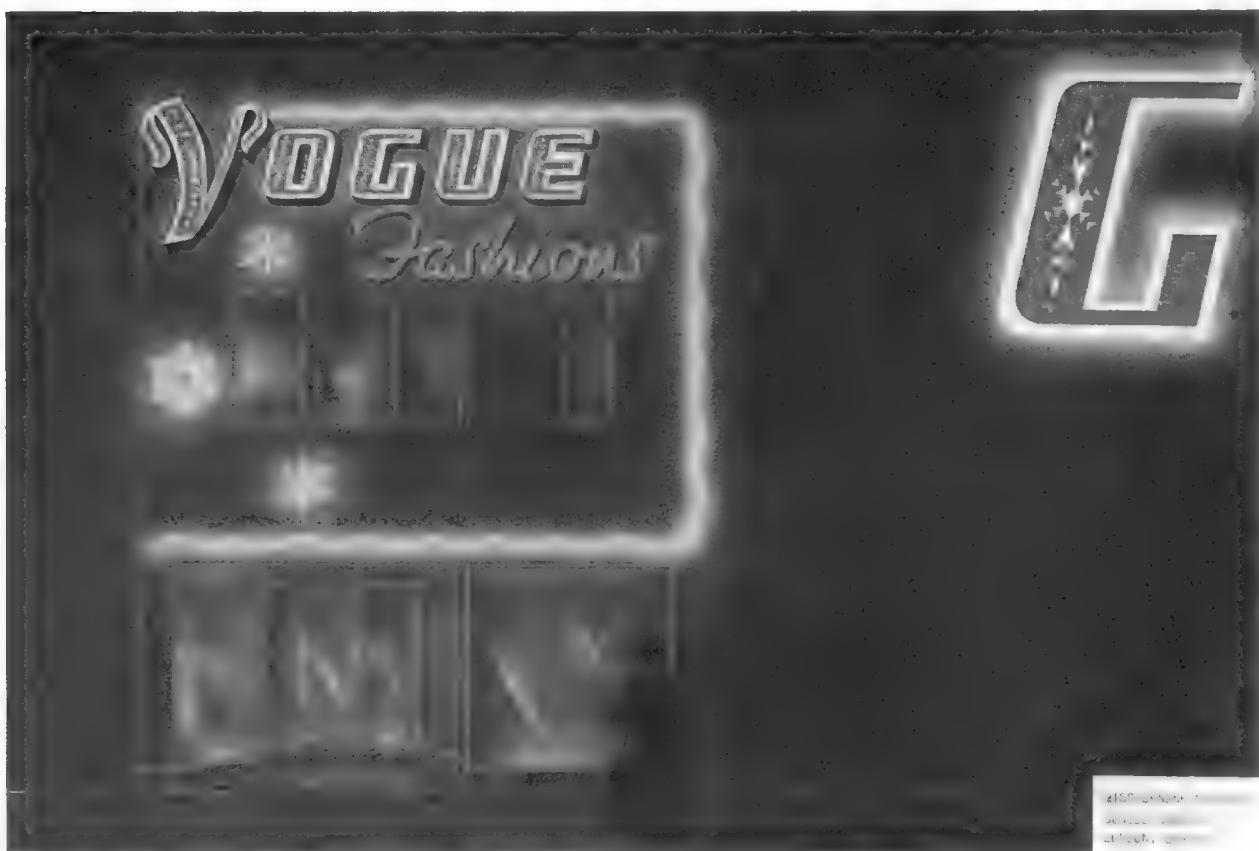
A.F. HARDIN
D & G ELECTRIC CO.
PEORIA, ILL.



WINTON GREEN
ELECTRICAL PRODUCTS
CORPORATION
TUCSON, ARIZ.

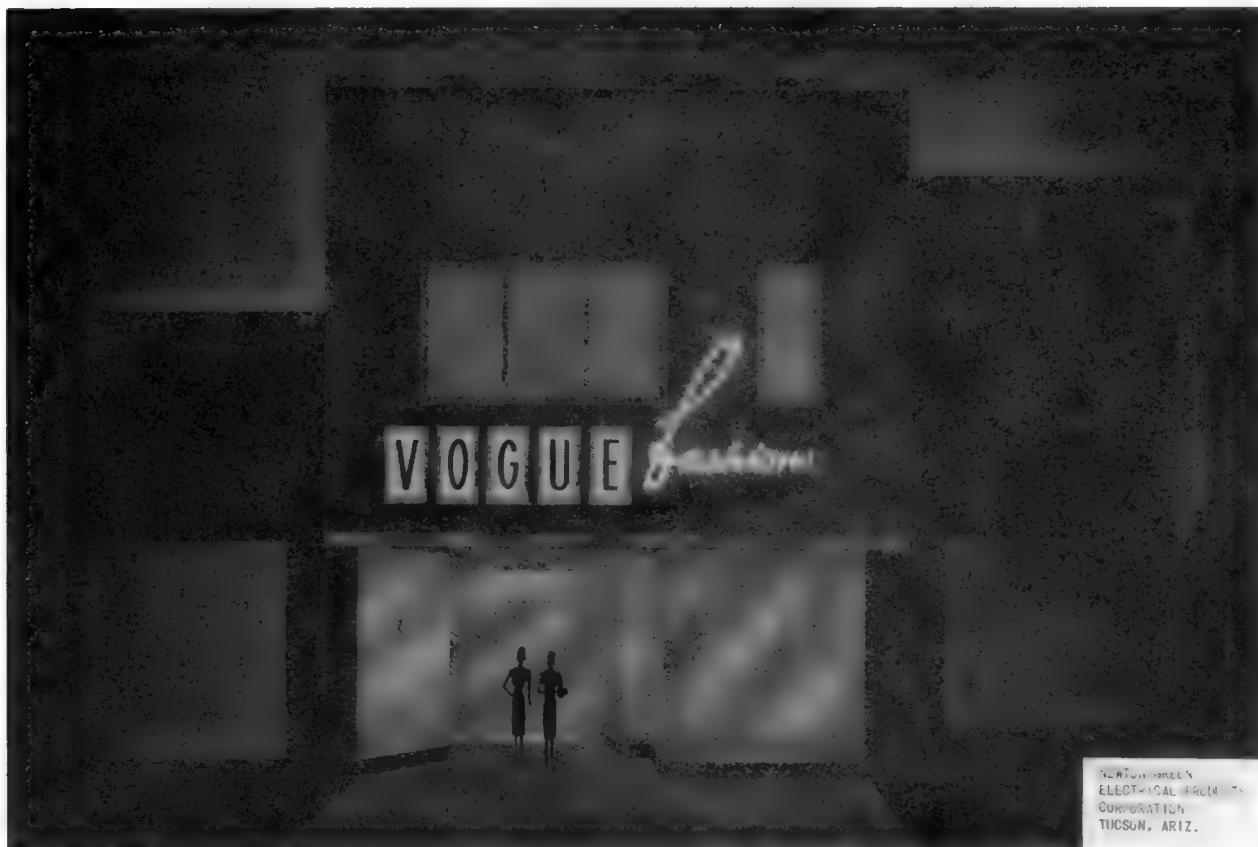


STEPHEN LASAKSKI
NEON CONTRACTORS LTD.
CALGARY, ALTA., CAN.







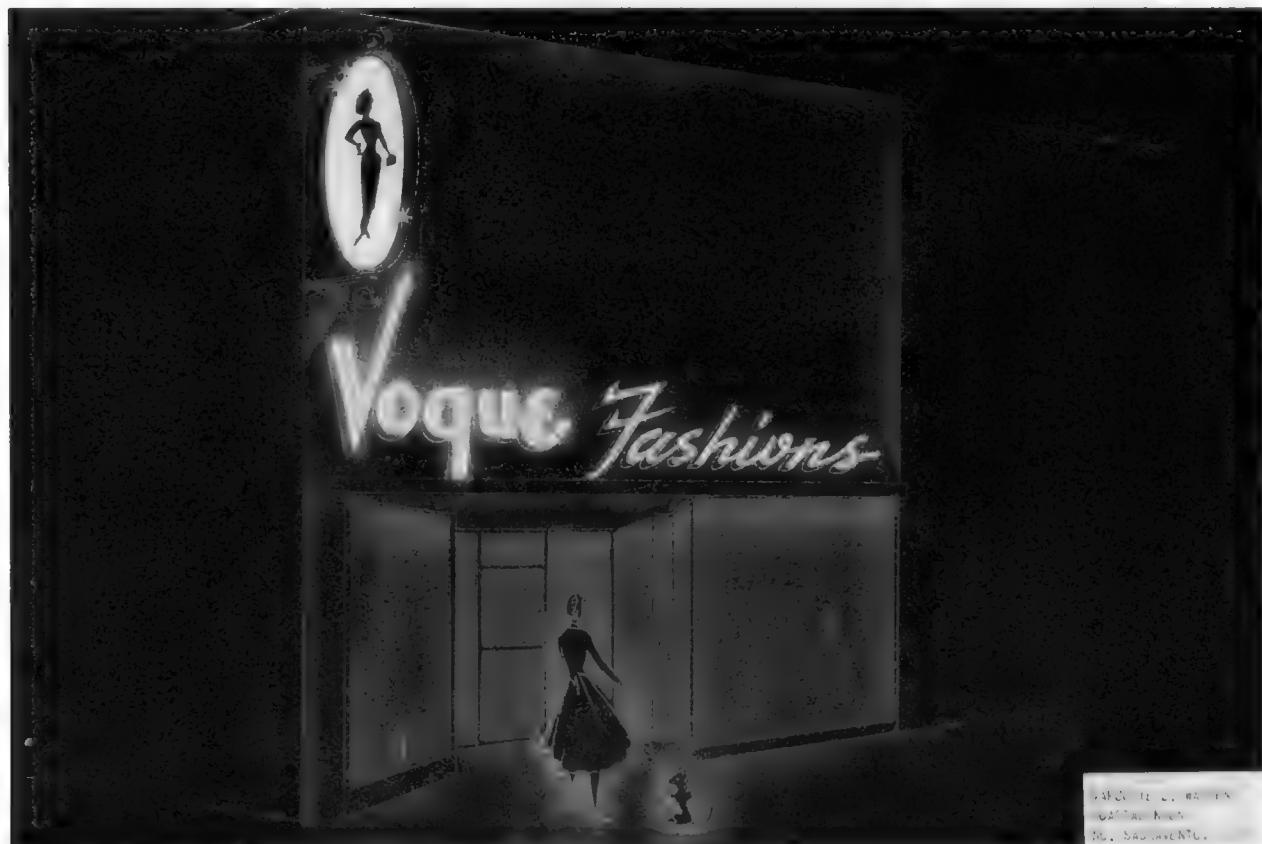








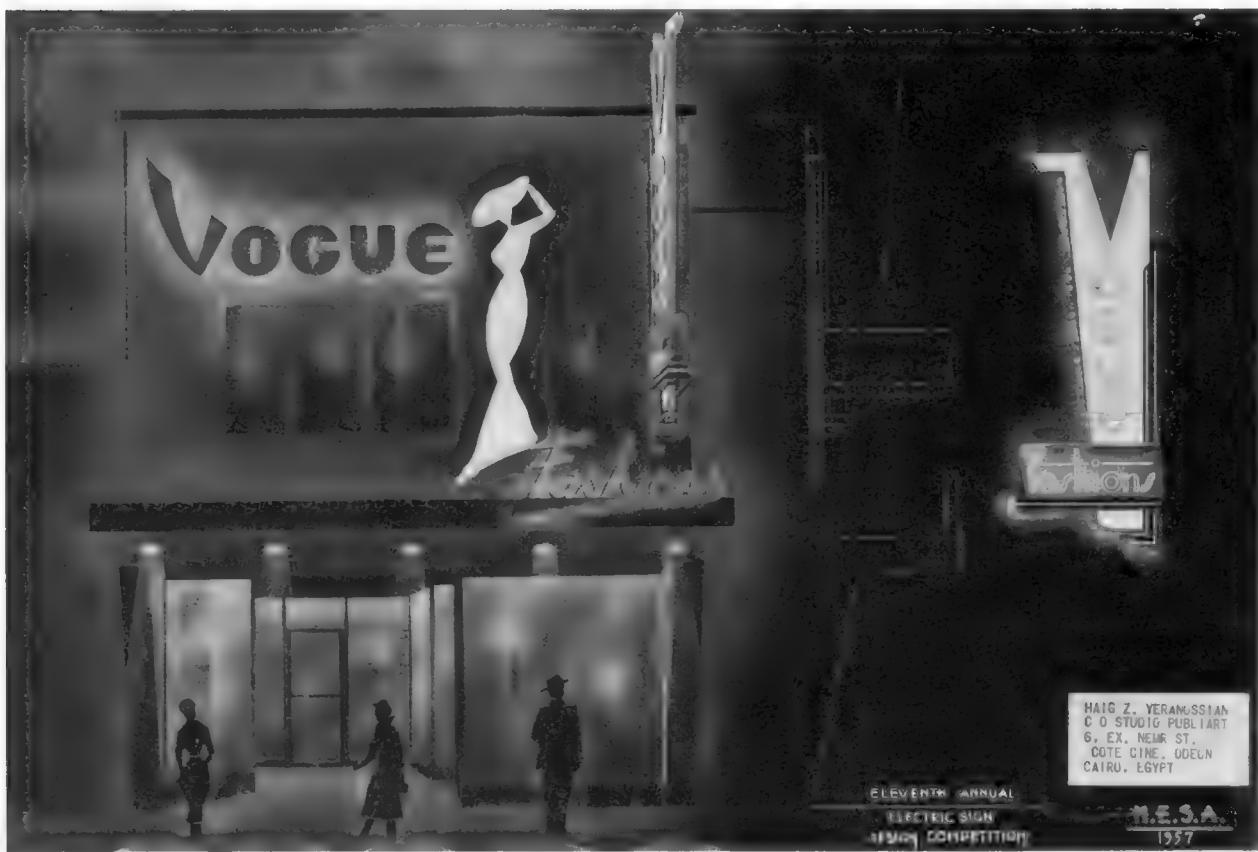
FREDERICK J. PARSONS
NEON PRODUCTS OF
CANADA LIMITED
VANCOUVER, B.C., CAN.



APRIL 12, 1948
DETROIT
MI. SAWYER LTD.



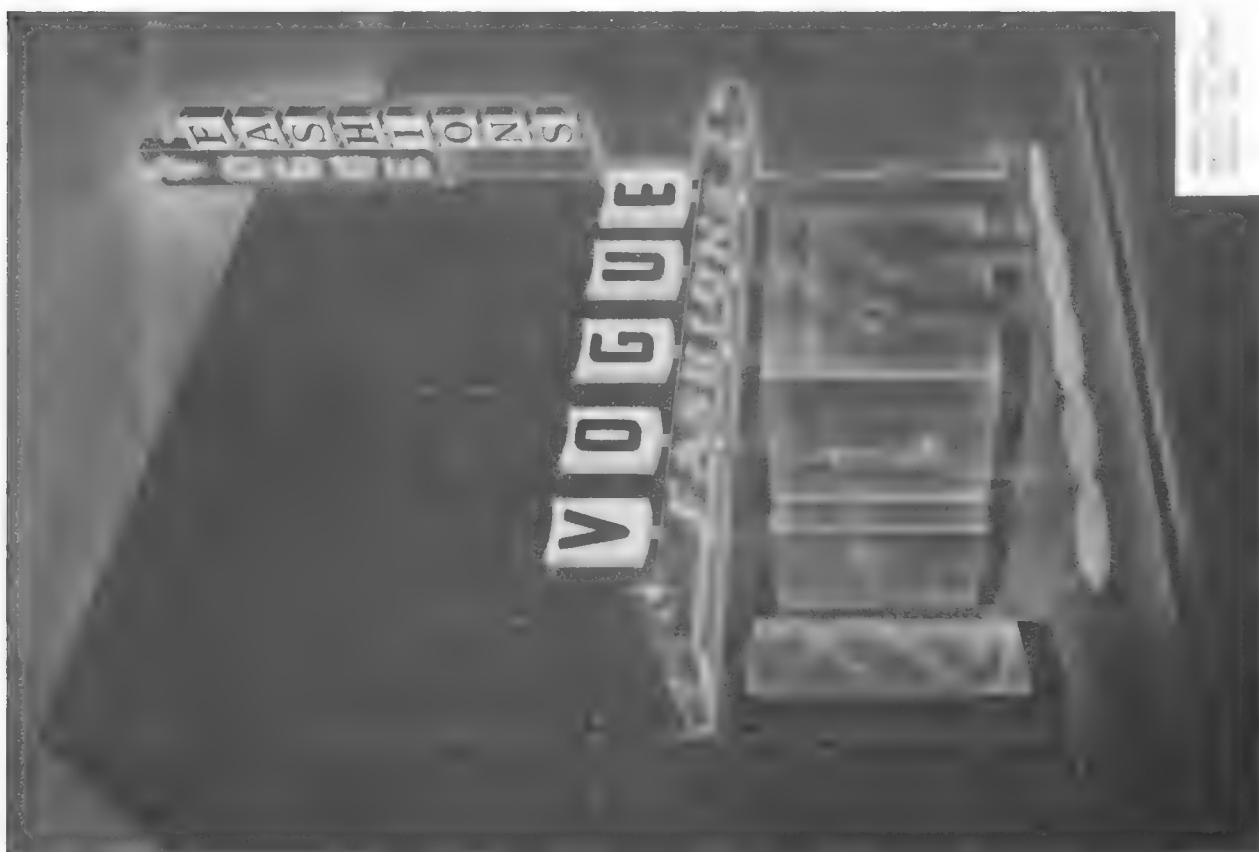
WILLARD A. SWANSON
FLASHTRIC NEON SIGN CO.,
CHICAGO, ILLINOIS

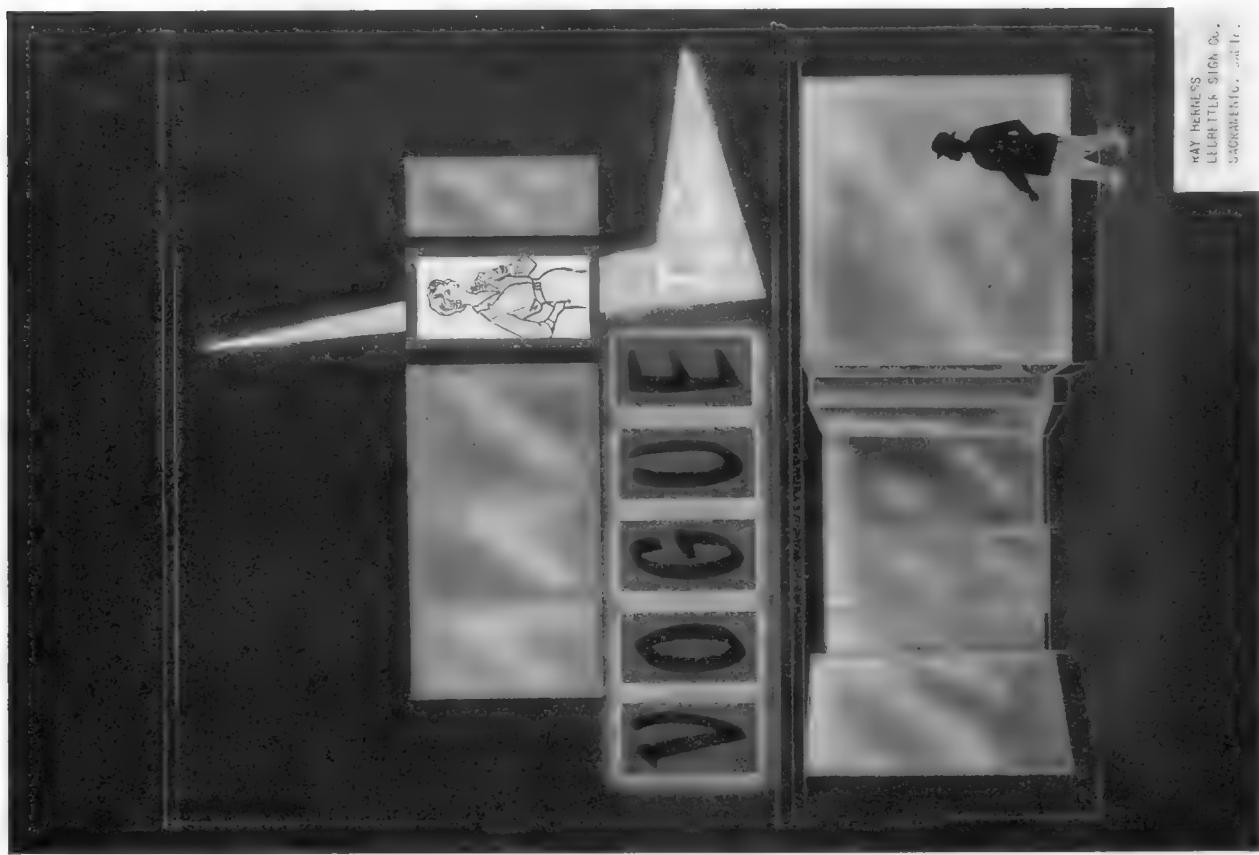


HAIG Z. VERANSSIAN
C O STUDIO PUBLIART
6, EX. NEIR ST.,
COTE CINE, ODEON
CAIRO, EGYPT

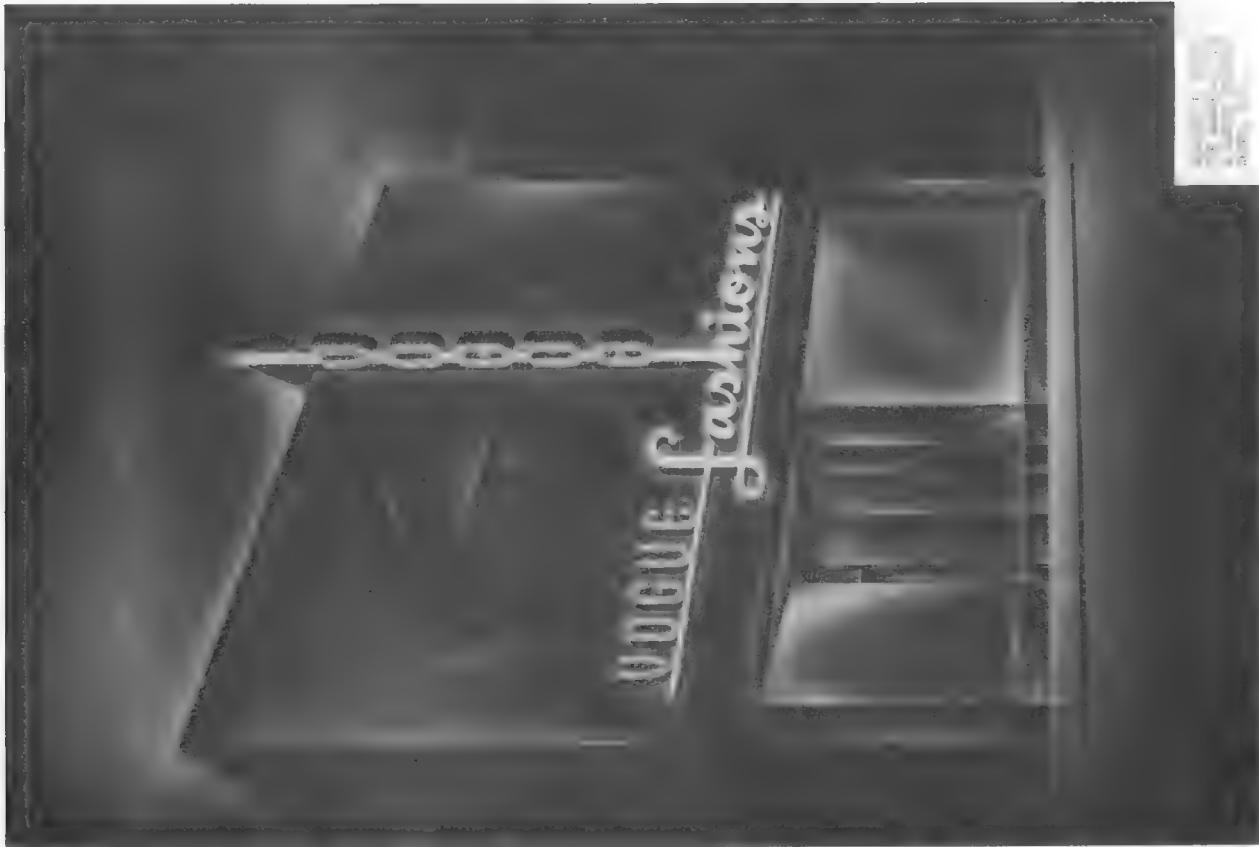
ELEVENTH ANNUAL
ELECTRIC SIGN
SIGN COMPETITION

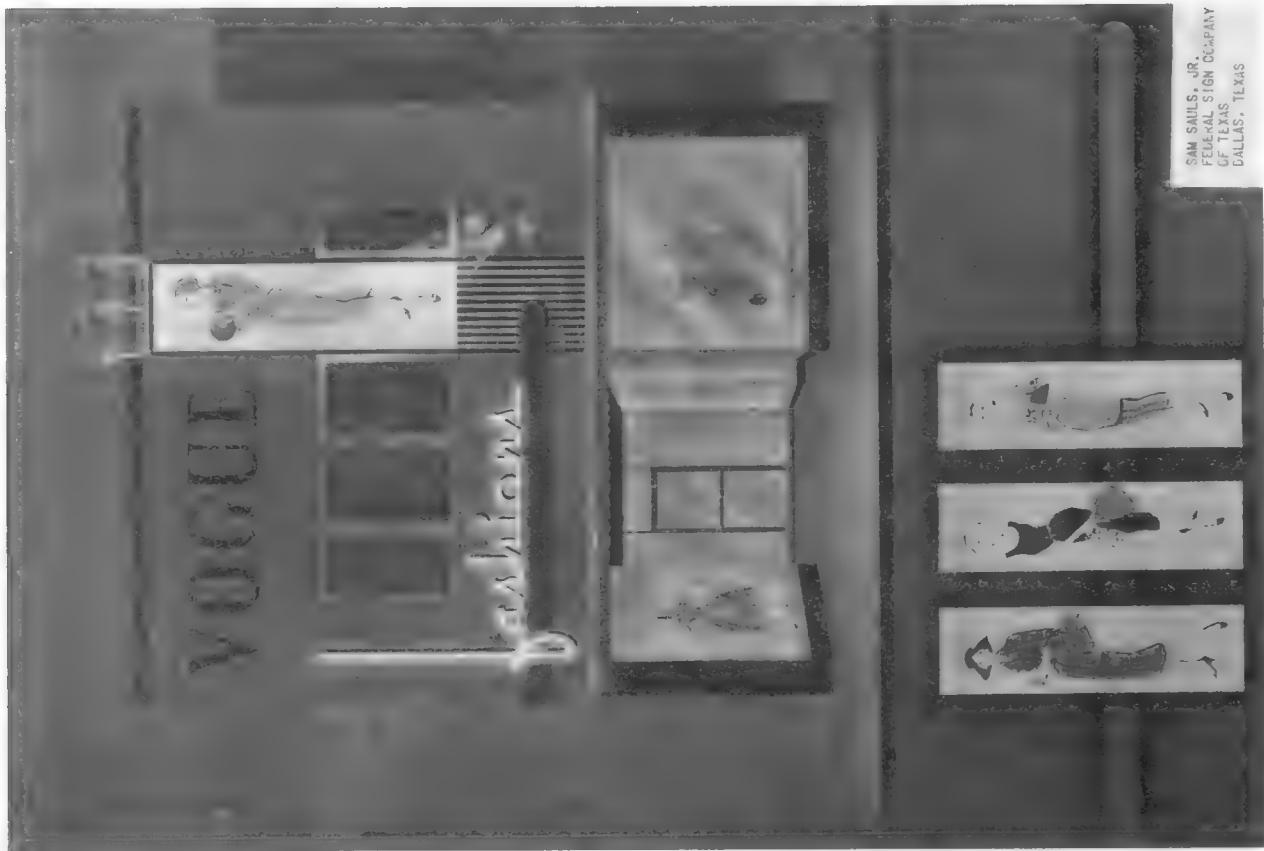
N.E.S.A.
1957





HAY HERMES
LEPLITTER SIGN CO.
SACRAMENTO, CALIF.





SAM SAILS, JR.
FEDERAL SIGN COMPANY
OF TEXAS
DALLAS, TEXAS



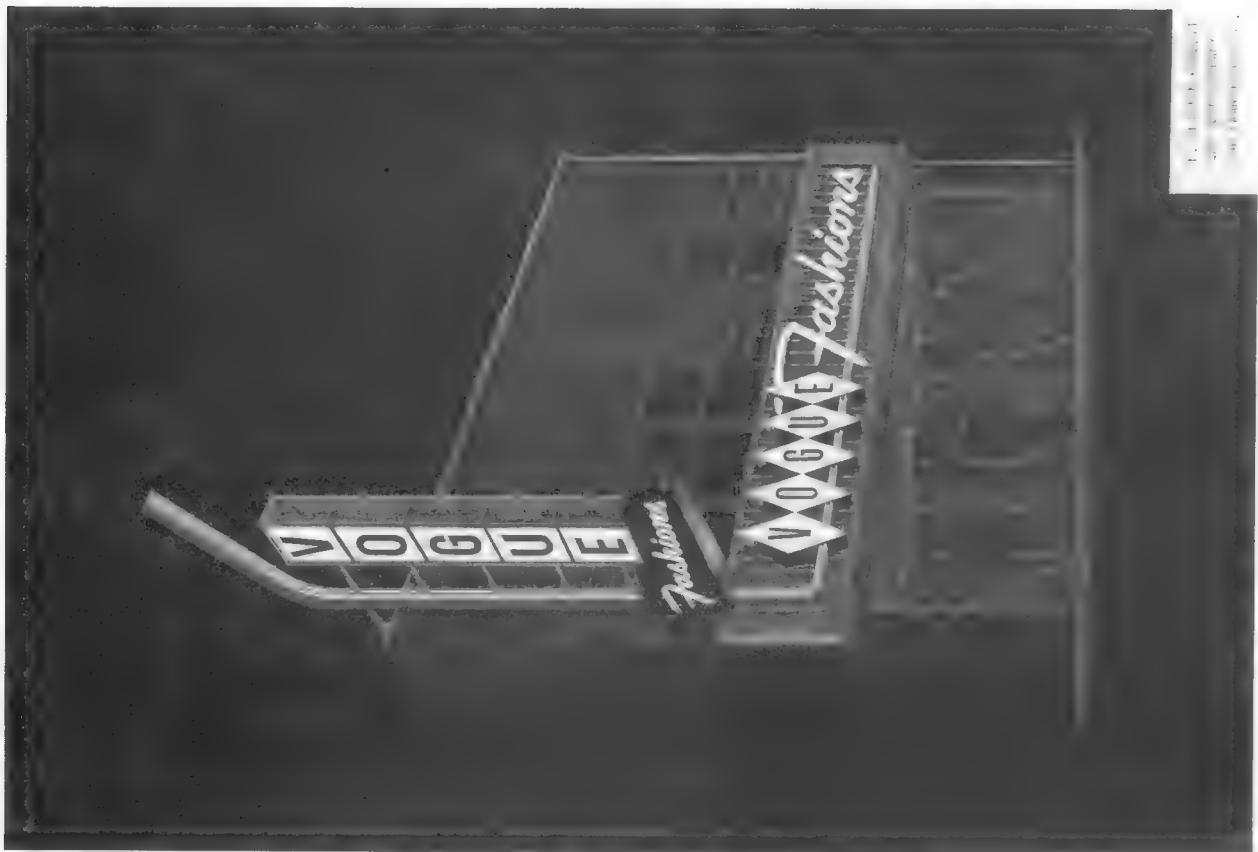
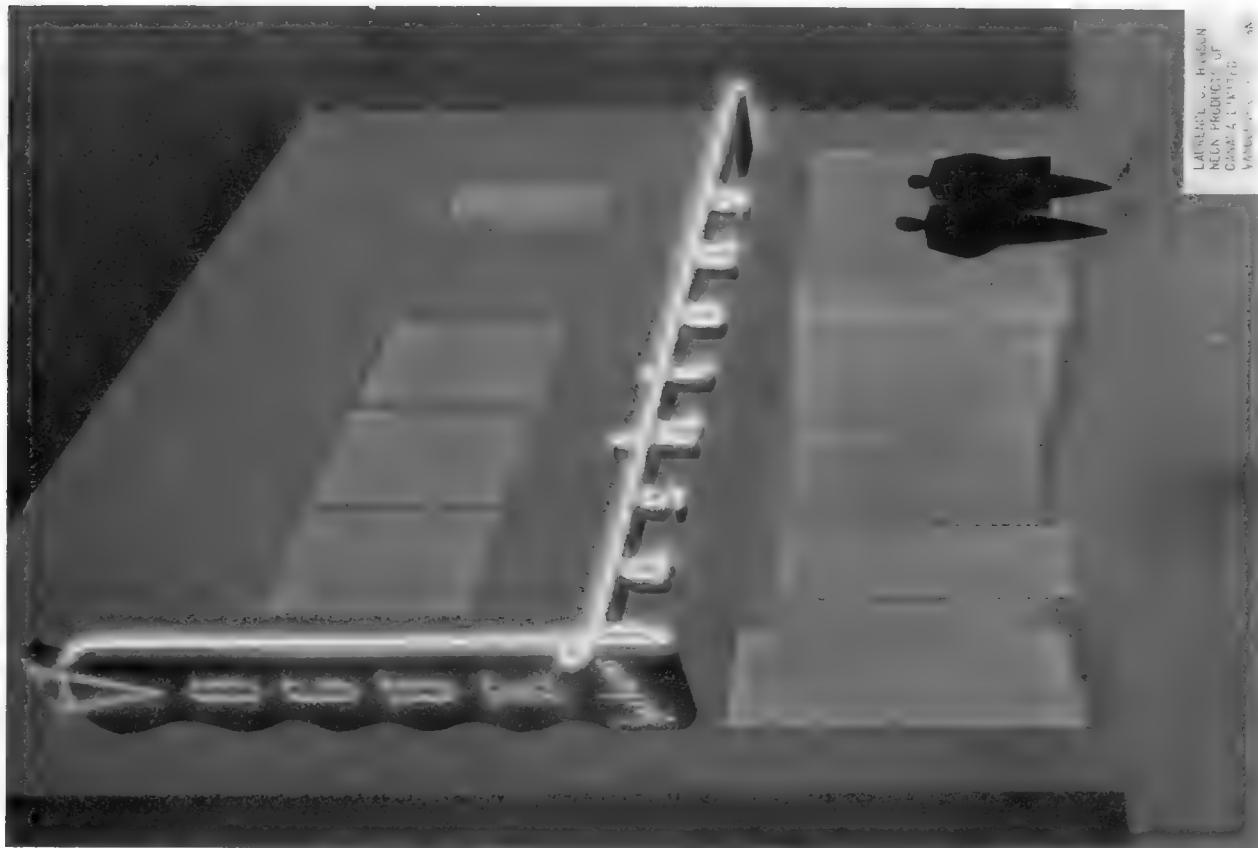
HOTEL VANCOUVER
NEAR VANCOUVER,
WASH.
VANCOUVER, WASH.

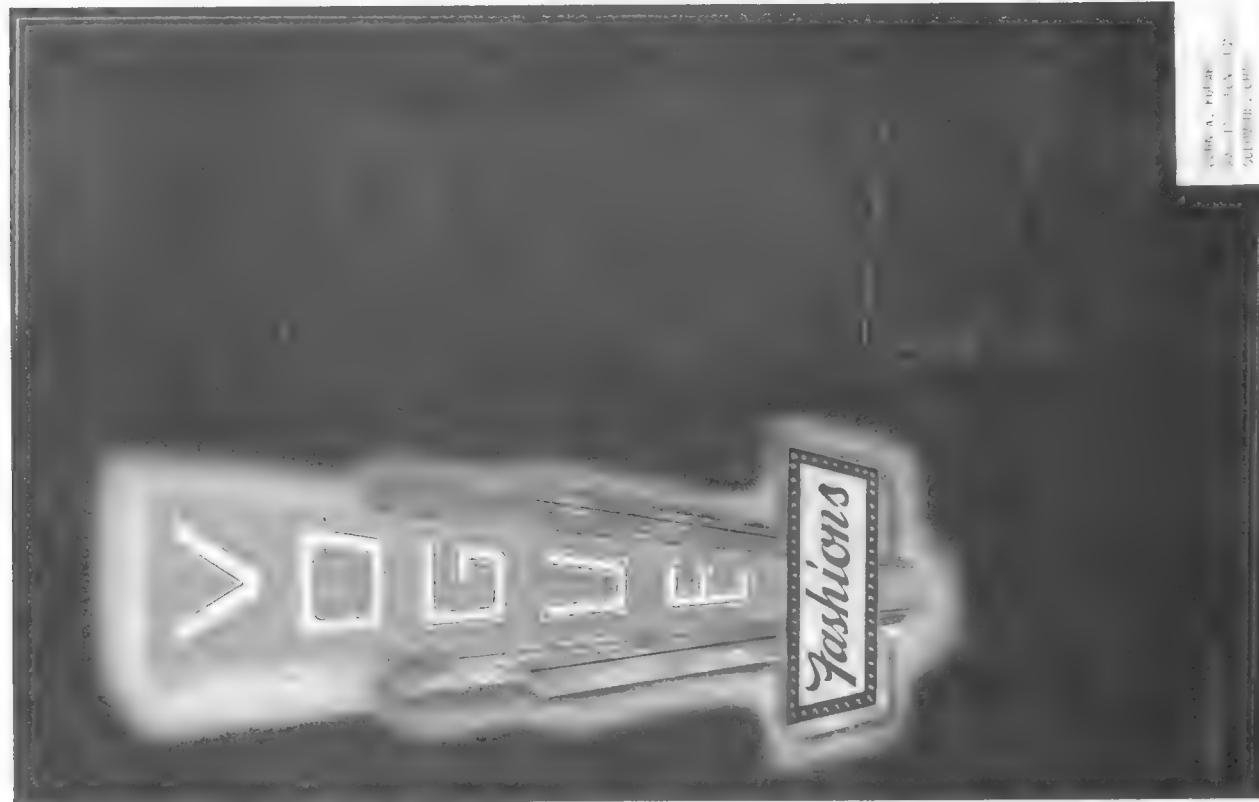


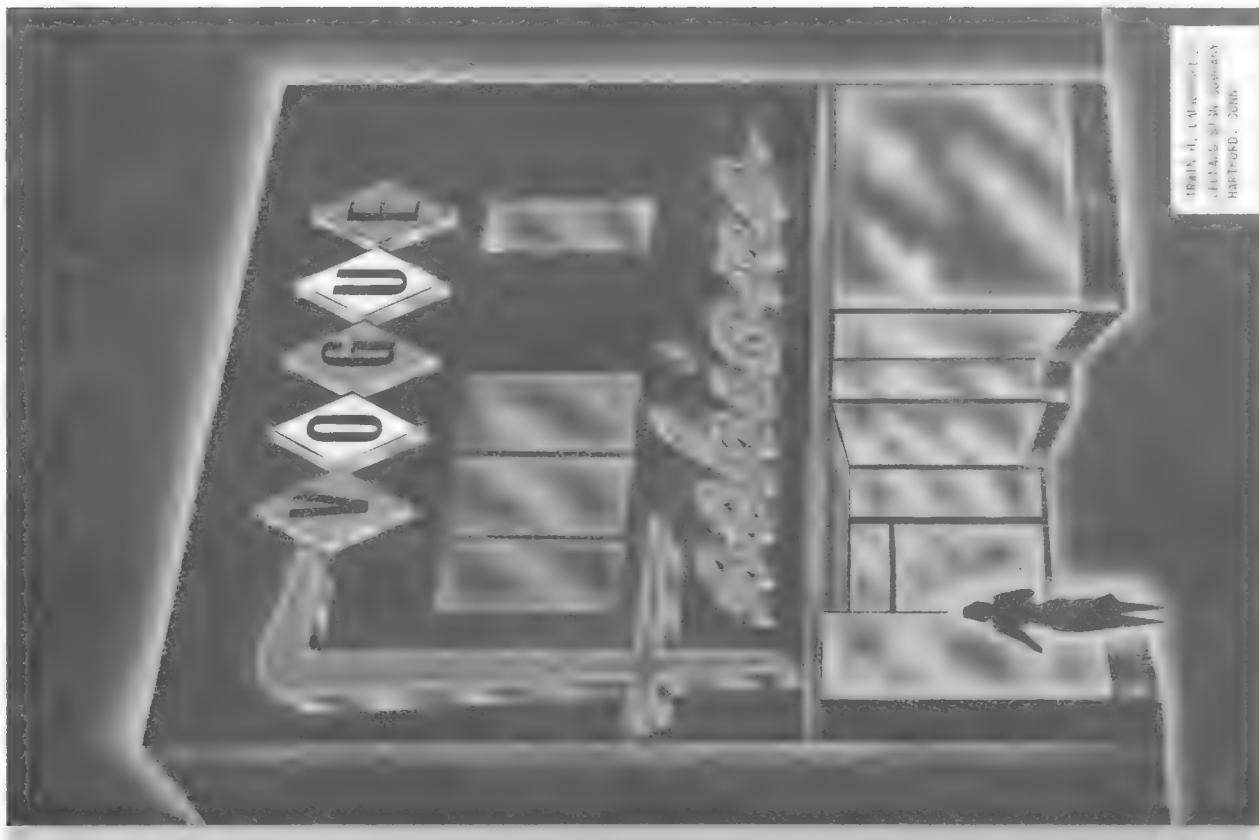


DONALD H. NEIFELD
LUMILITE NEON SIGN CO.
CINCINNATI, OHIO

DESIGNED & DEVELOPED FOR
"VOGUE FASHIONS"
NEA SIGN DESIGN COMPETITION 1957







Train A, USA
J. L. & W. Company
Hartford, CT



U.S. Bank
100 N. LaSalle
Chicago, IL



J. HANINGA
PHILIPS NEDERLAND, N.Y.
AMSTERDAM, HOLLAND



K. VAN DER KAMPE
FOLIO ART STUDIO INC.
SCHAUMBURG, ILL.

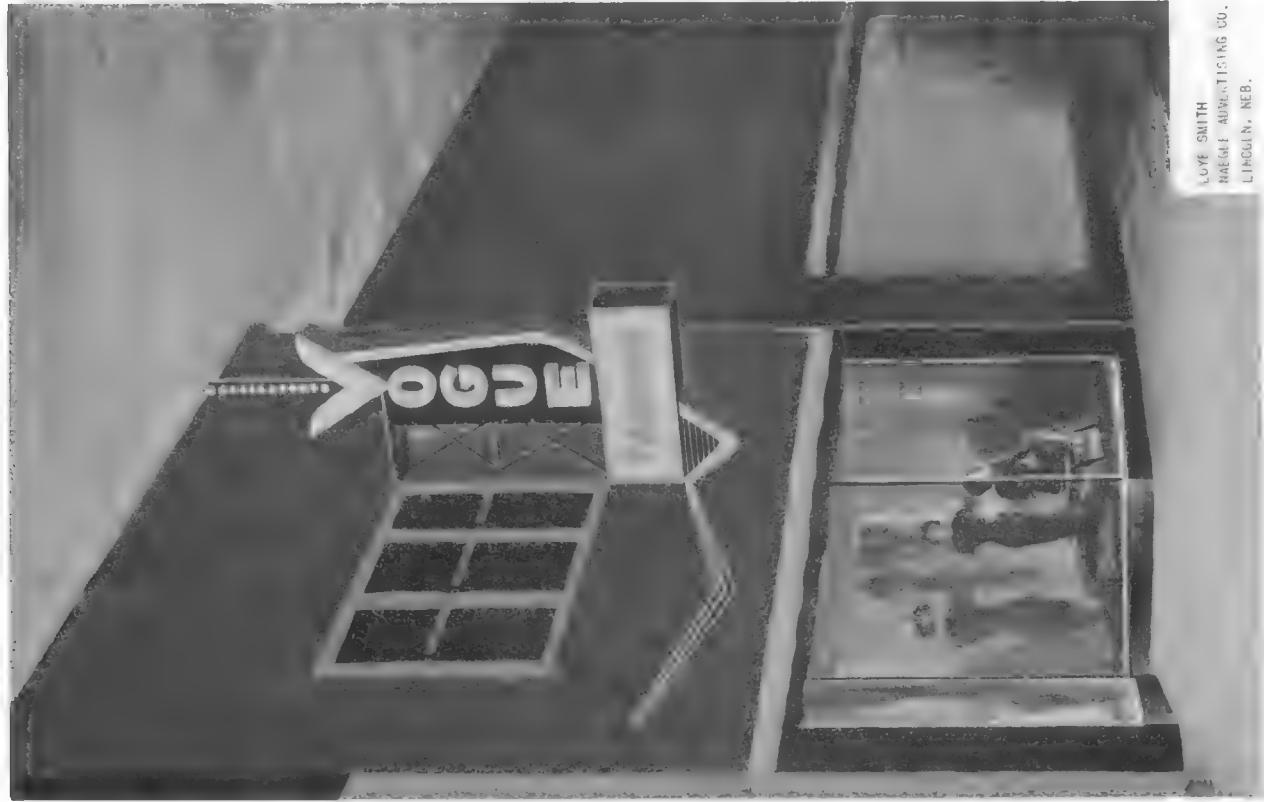
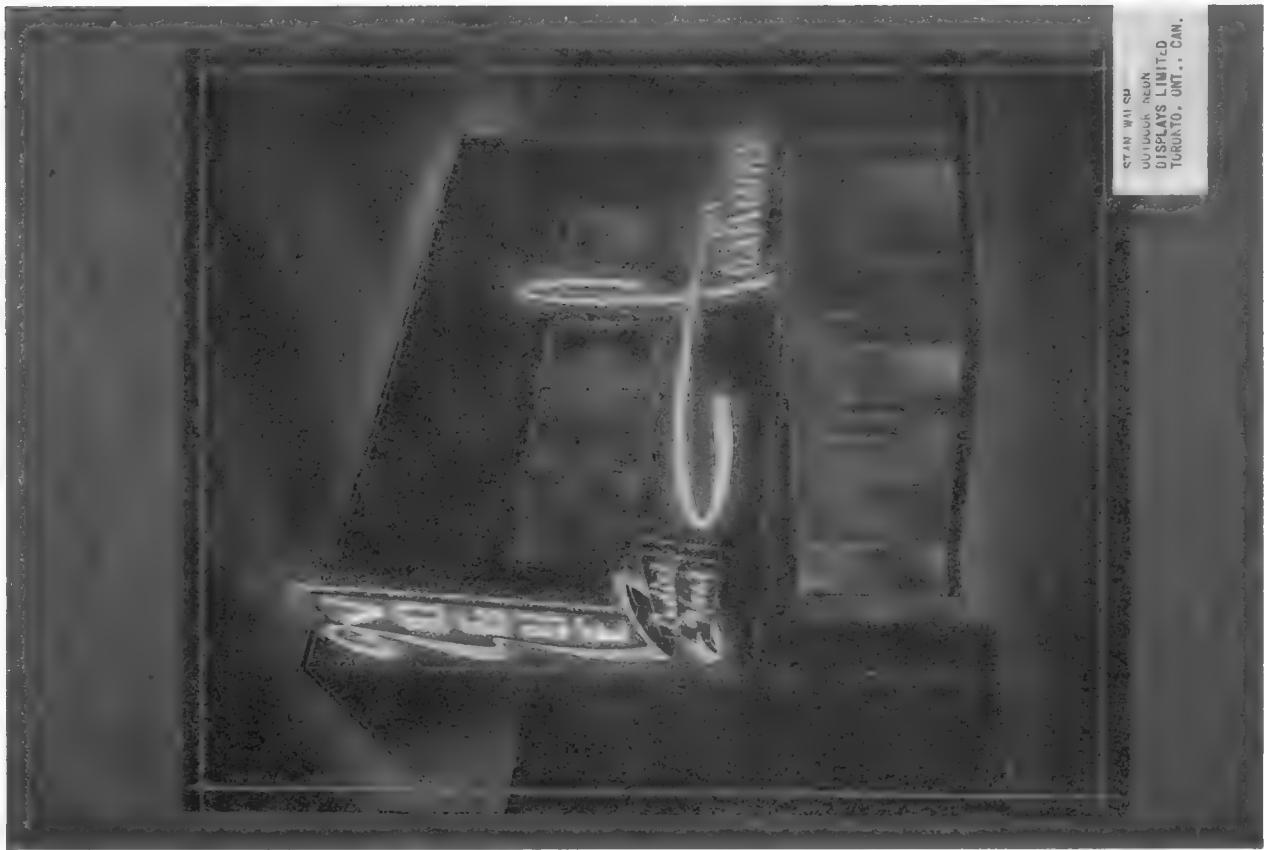
NESA DESIGN COMPETITION



LEAF STICKOLFF
ELECTRICAL PRODUCTS
CORPORATION
SAN FRANCISCO, CALIF.



L.C. HANSIN
NEON PRODUCTS OF
CANADA LIMITED
VANCOUVER, B.C., CAN.

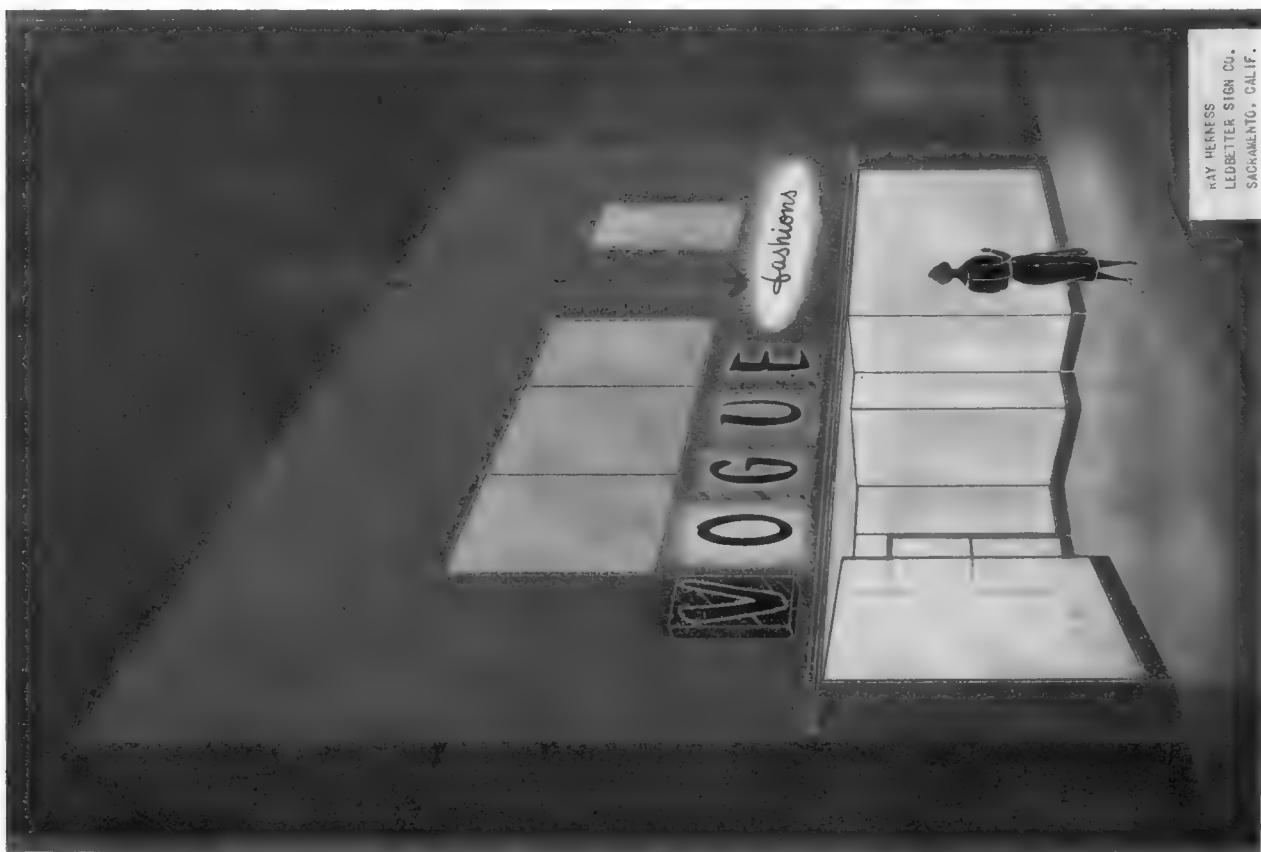




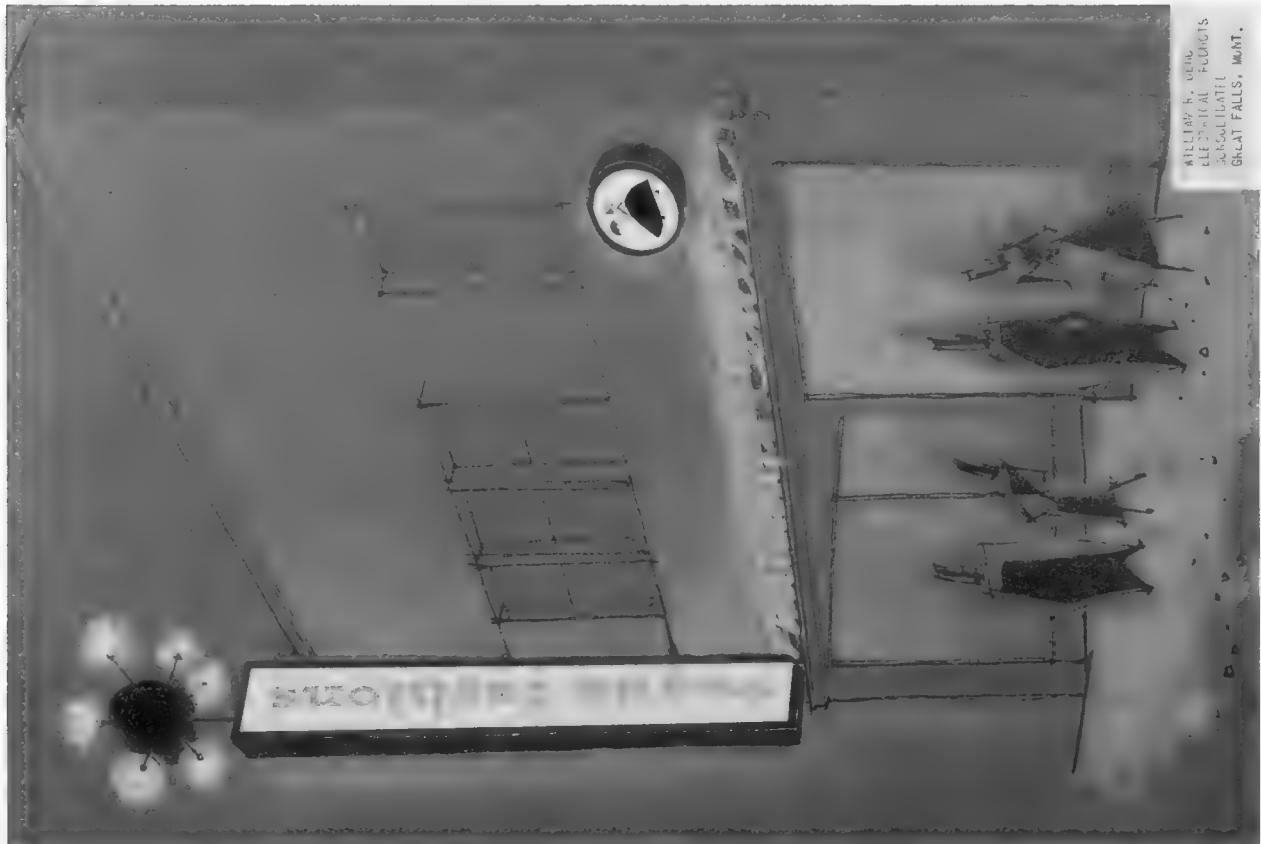
IRWIN H. LEWIS & SONS,
LEONARD SIGN COMPANY,
HARTFORD, CONN.



IRWIN H. LEWIS & SONS,
LEONARD SIGN COMPANY,
HARTFORD, CONN.



RAY HERNESS
LEDBETTER SIGN CO.
SACRAMENTO, CALIF.



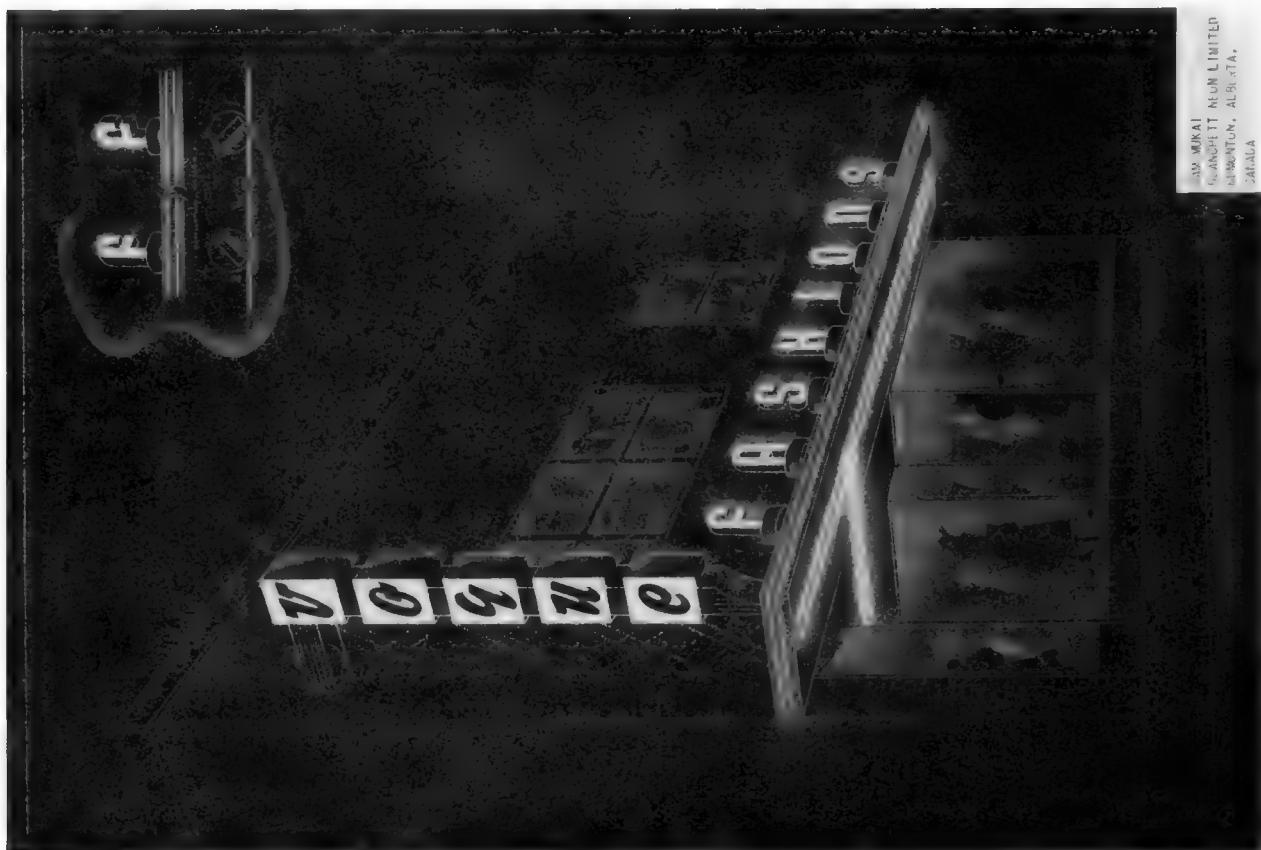
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LEDBETTER SIGN CO.
SACRAMENTO,
CALIF. FALLS, MONT.

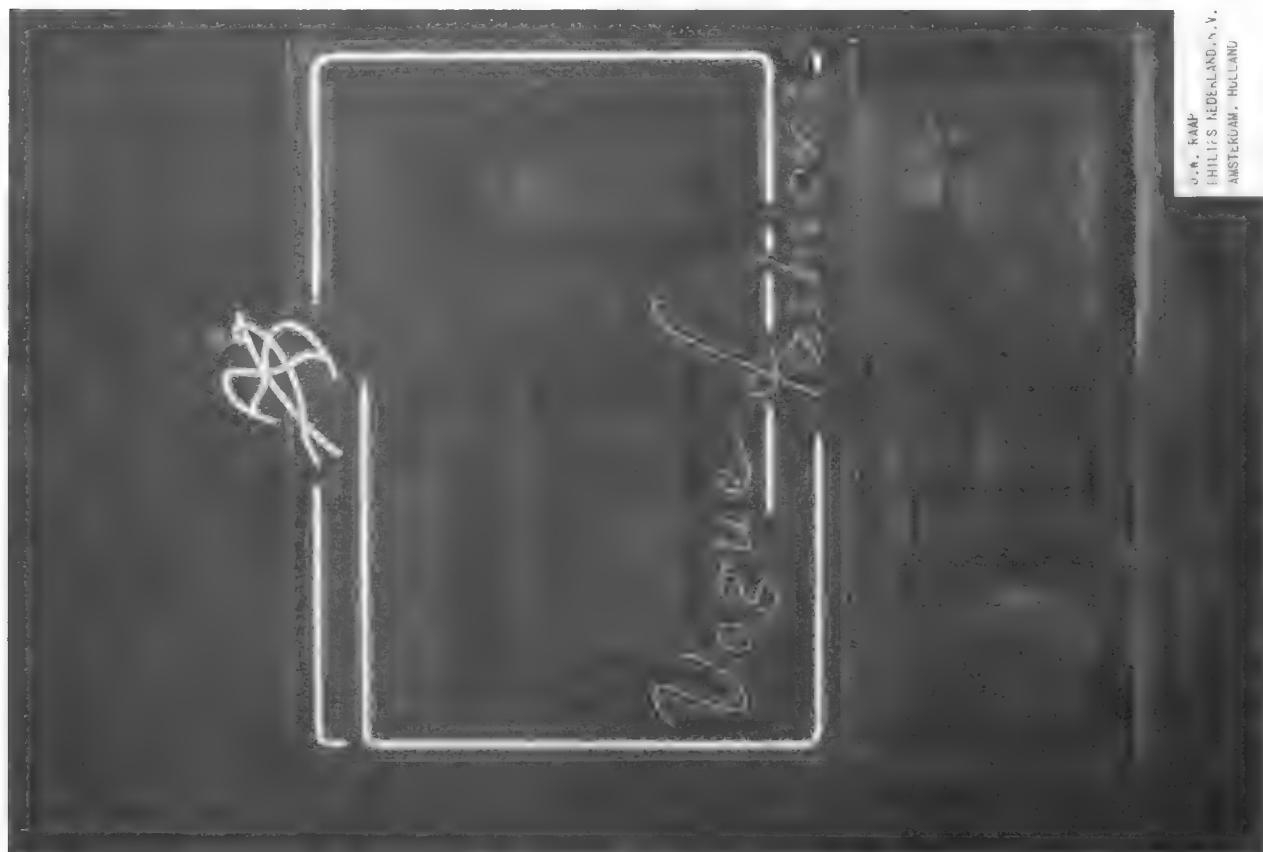


ROBERT R. THURNHILL
ARROW SIGNS, INC.
TACOMA, WASH.



ROBERT M. FULLI
BELLUS ELECTRIC
SIGN CORPORATION
AKRON, OHIO

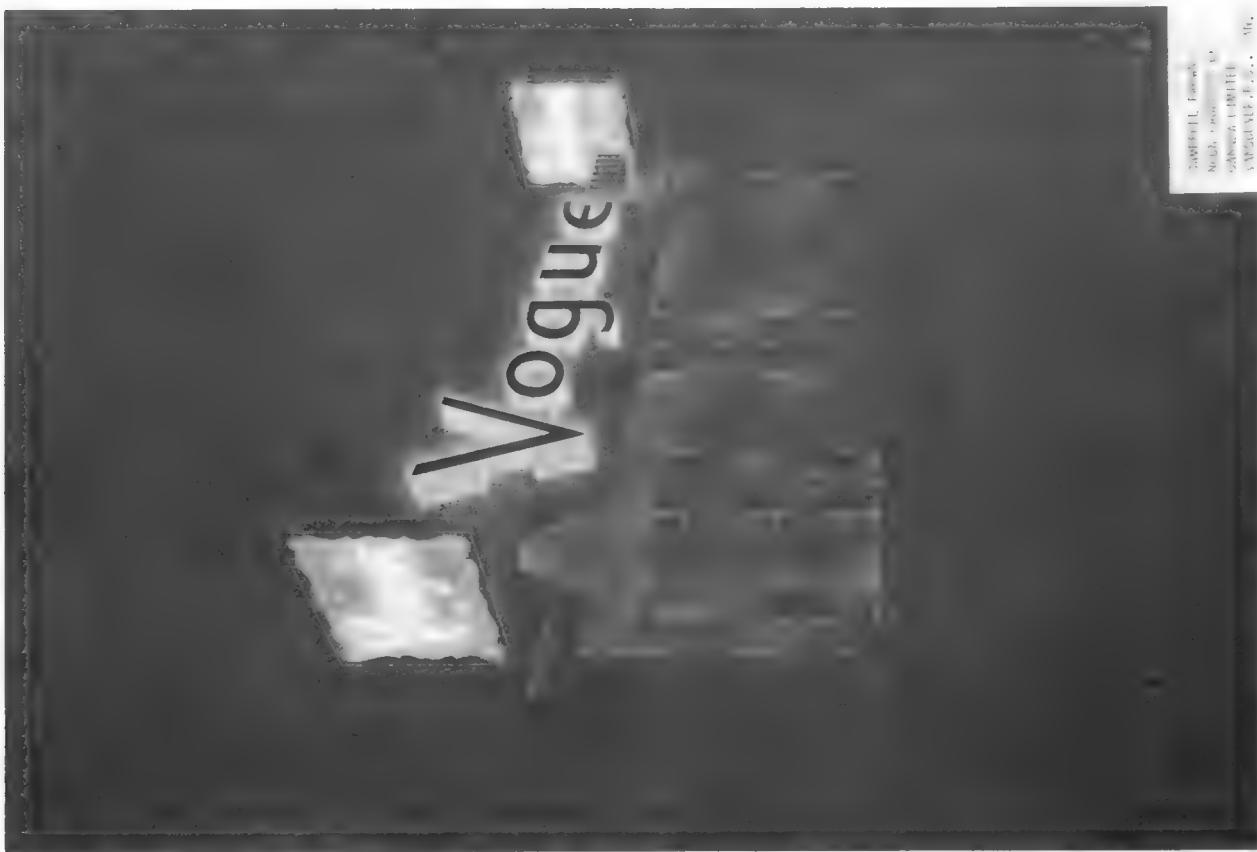




J.A. KAMP
PHILLIPS HOLLAND, N.Y.
AMSTERDAM, HOLLAND



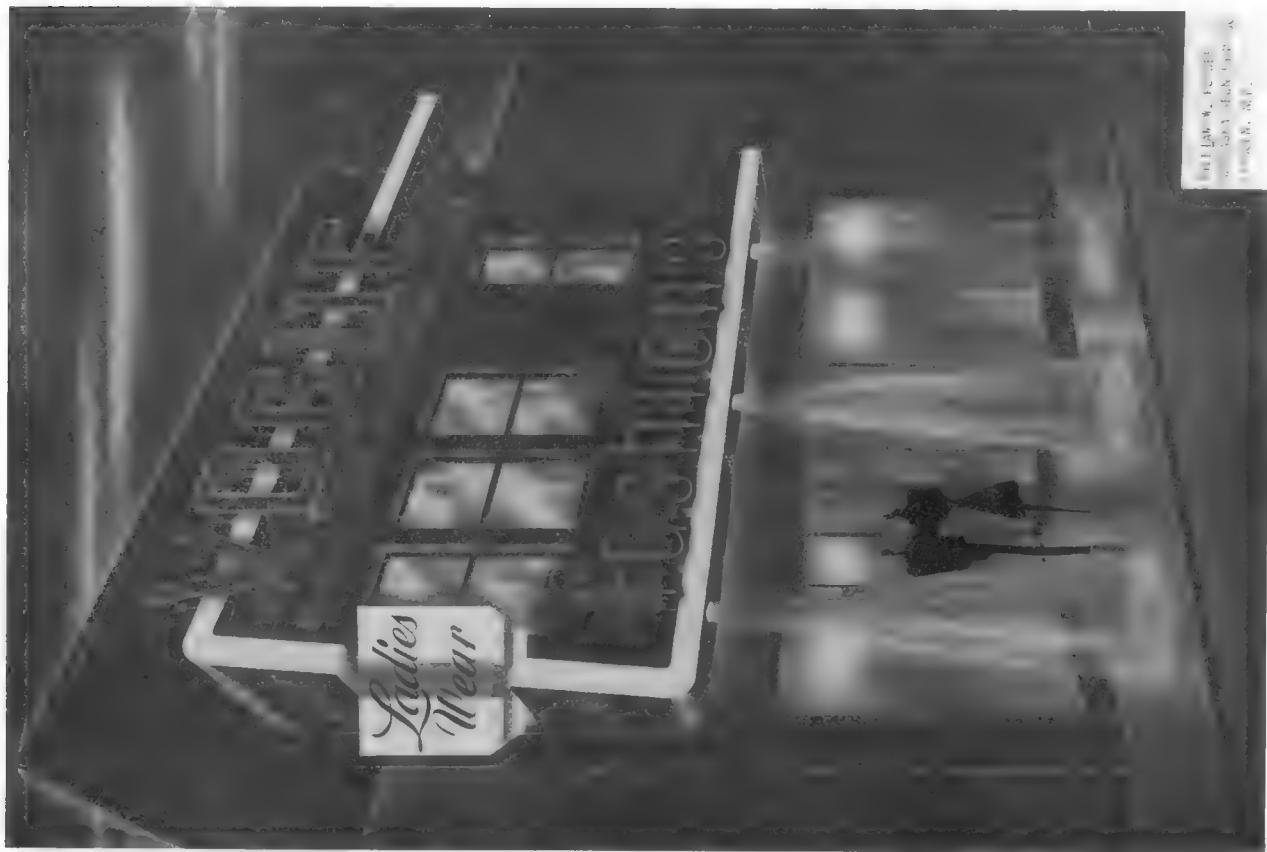
GLENN E. MESSEY
STALCUP, INC.
KANSAS CITY, Mo.



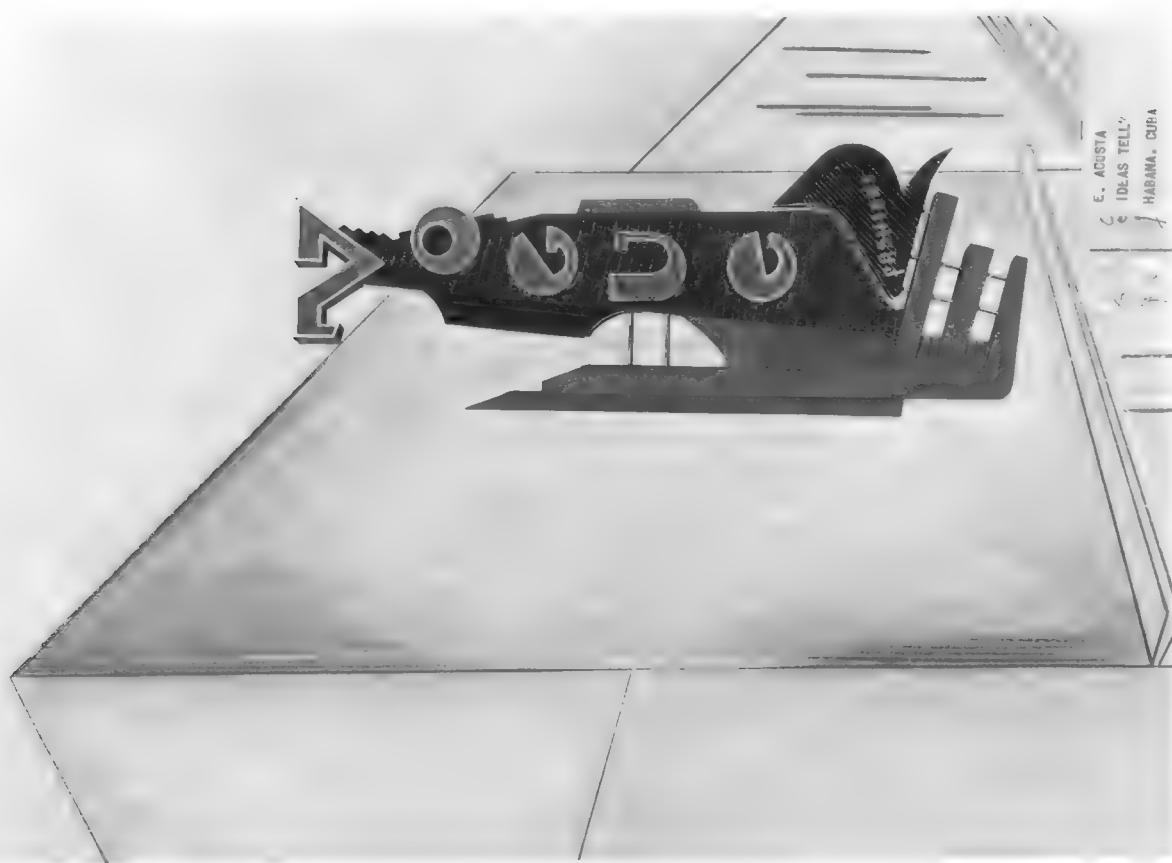
WILLIAM FORD
W.D. CO., INC.
DETROIT, MICH.
VANZELLI, INC., Mfrs.



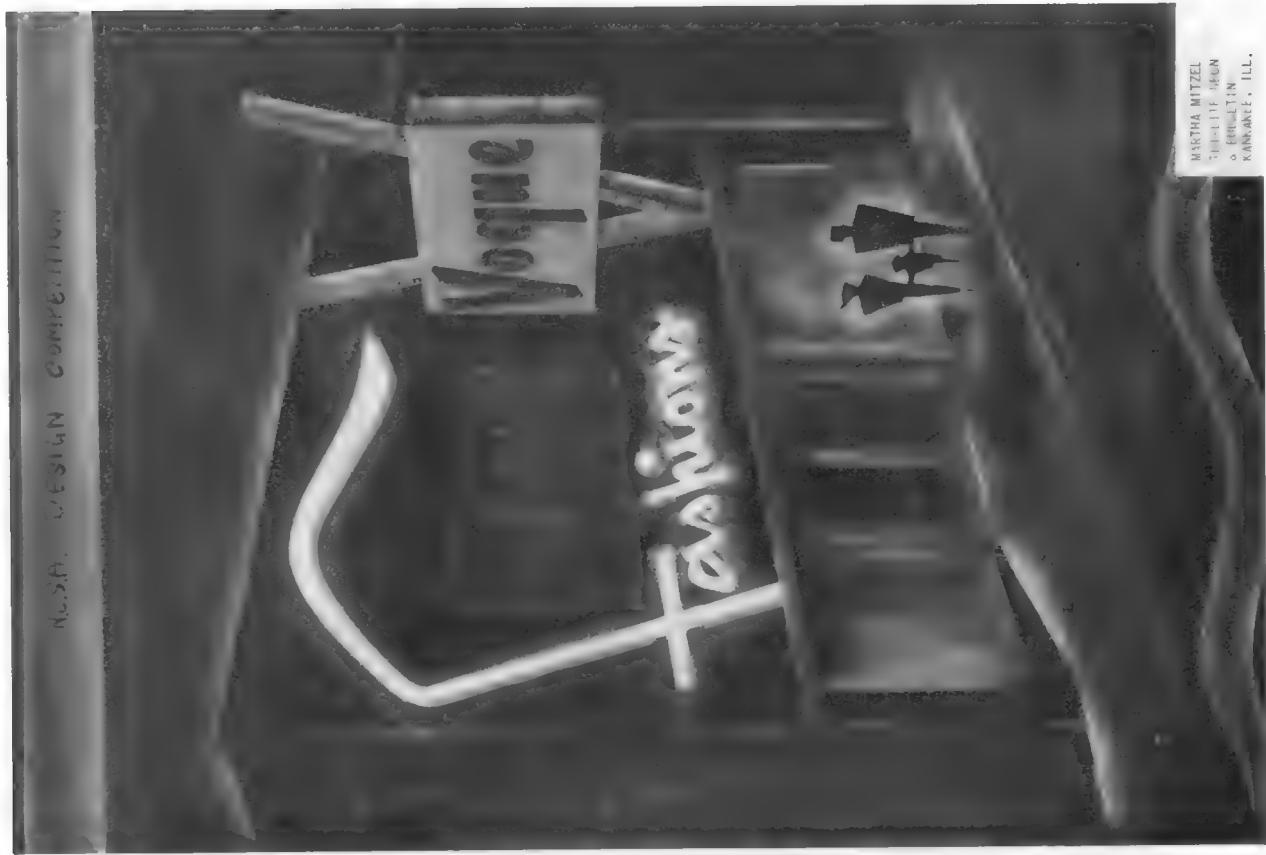
LONELL H. TURNER
G.C. KIM, ADV., SIGN CO.
ST. LOUIS, MO.



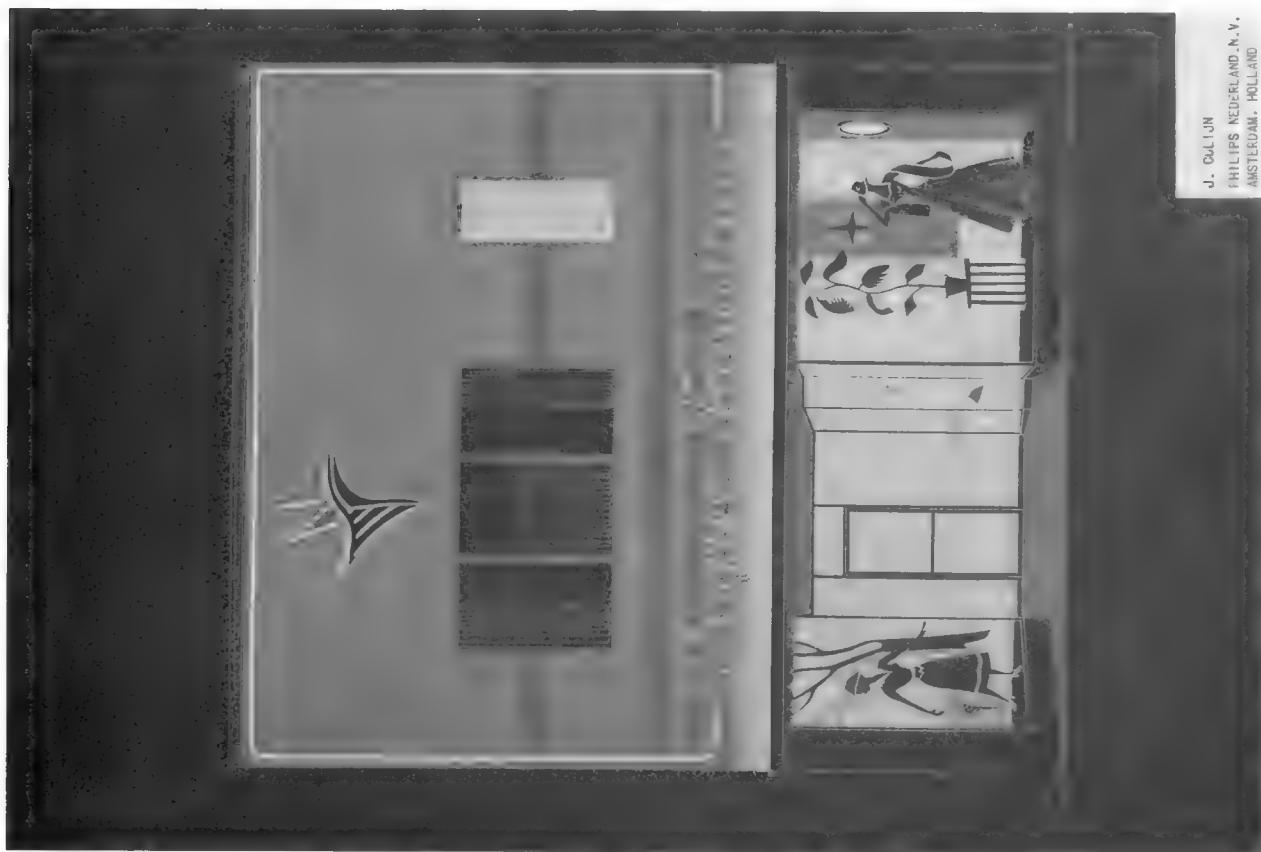
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ARROW SIGNS, INC.
TACOMA, WASH.



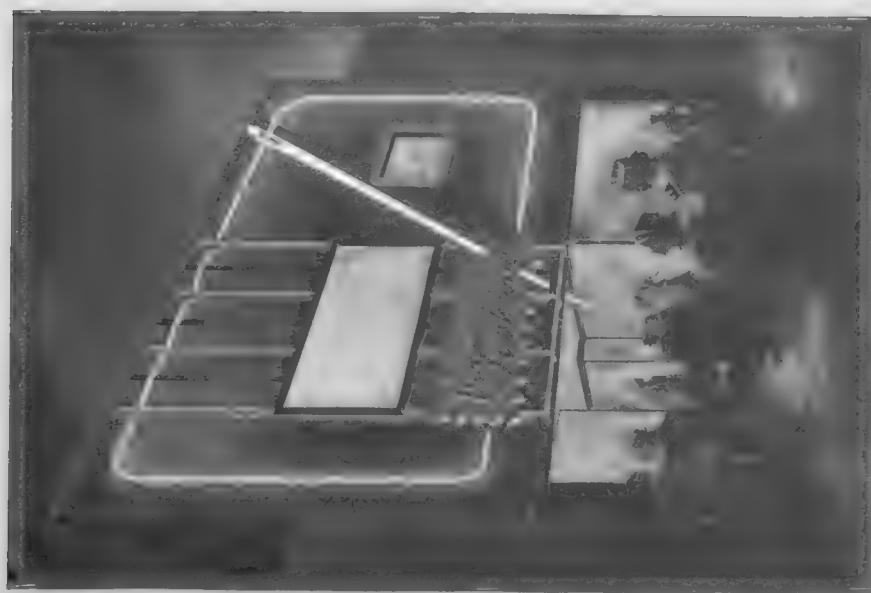
E. ACOSTA
IDEAS TELV
HABANA, CUBA



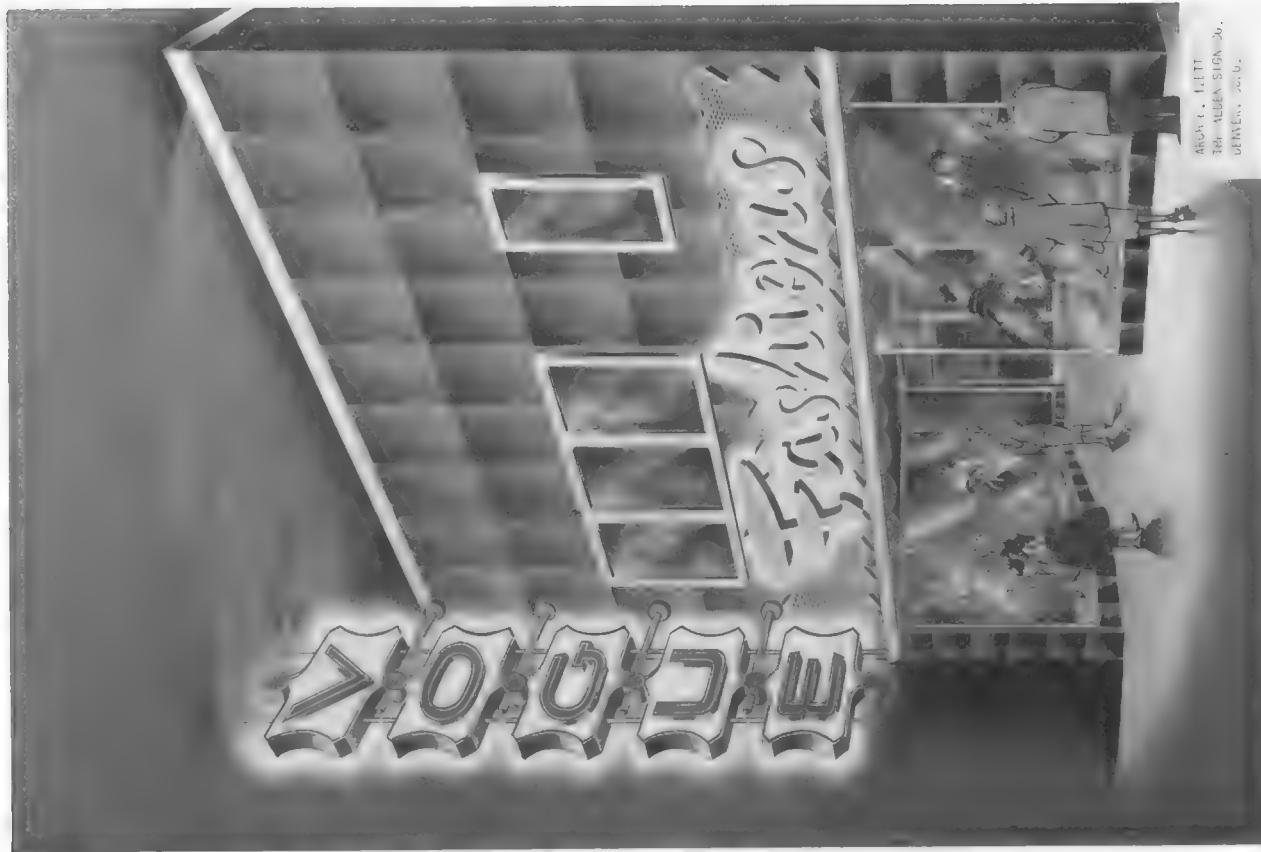
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THE LIFE SIGN
CO. INC.
KIRKLAND, ILL.

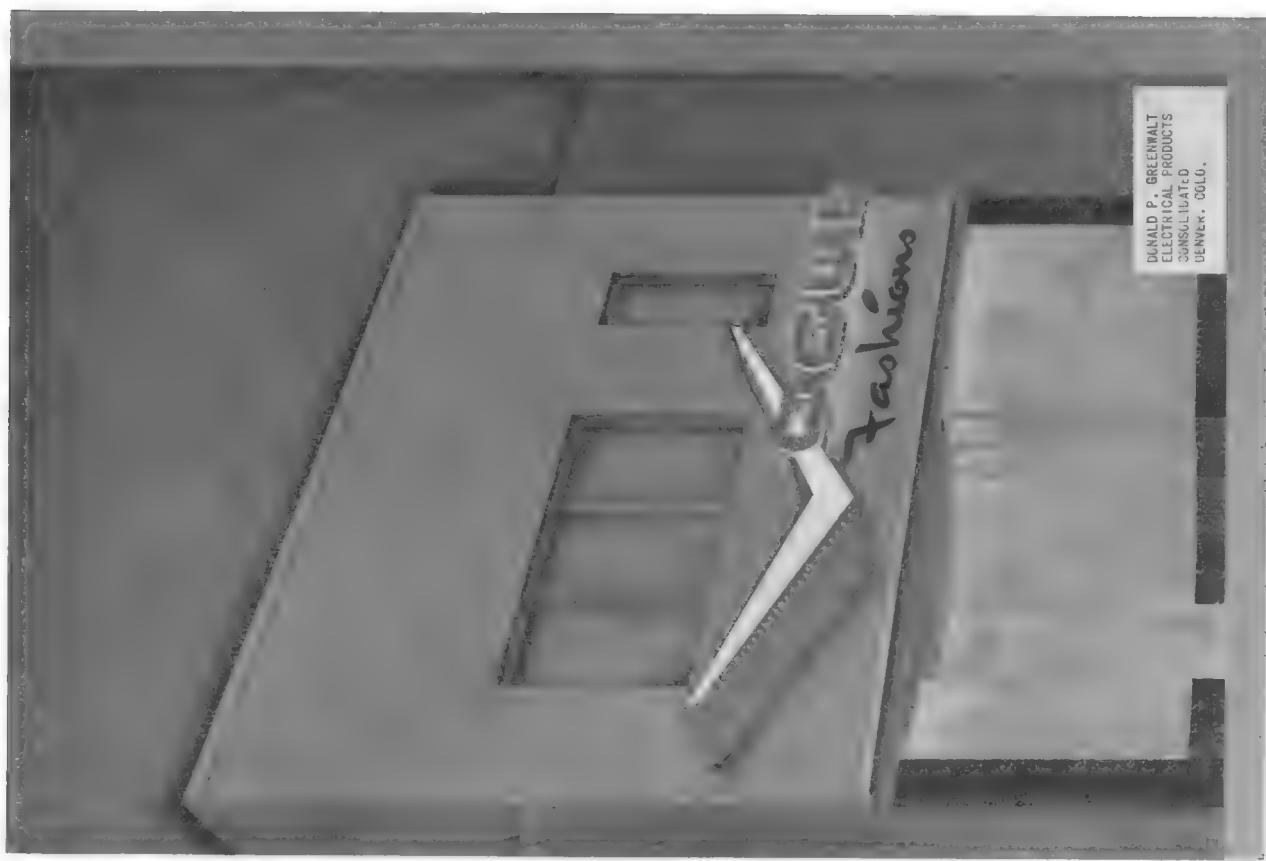


J. GULIJN
PHILIPS NEDERLAND, N.Y.
AMSTERDAM, HOLLAND

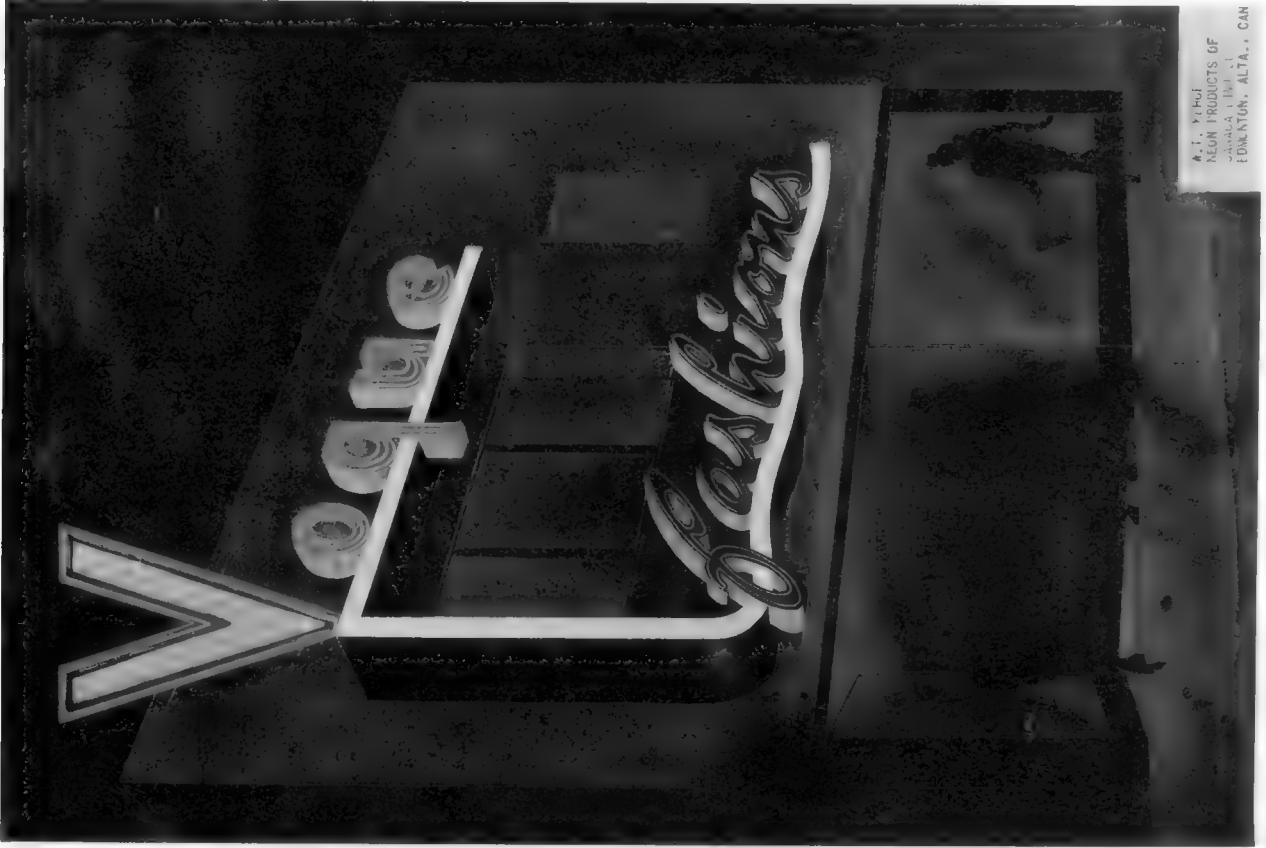


KLAAS MC GOWAN
"LUX" SIGN CO.
GLENVILLE, ILLINOIS

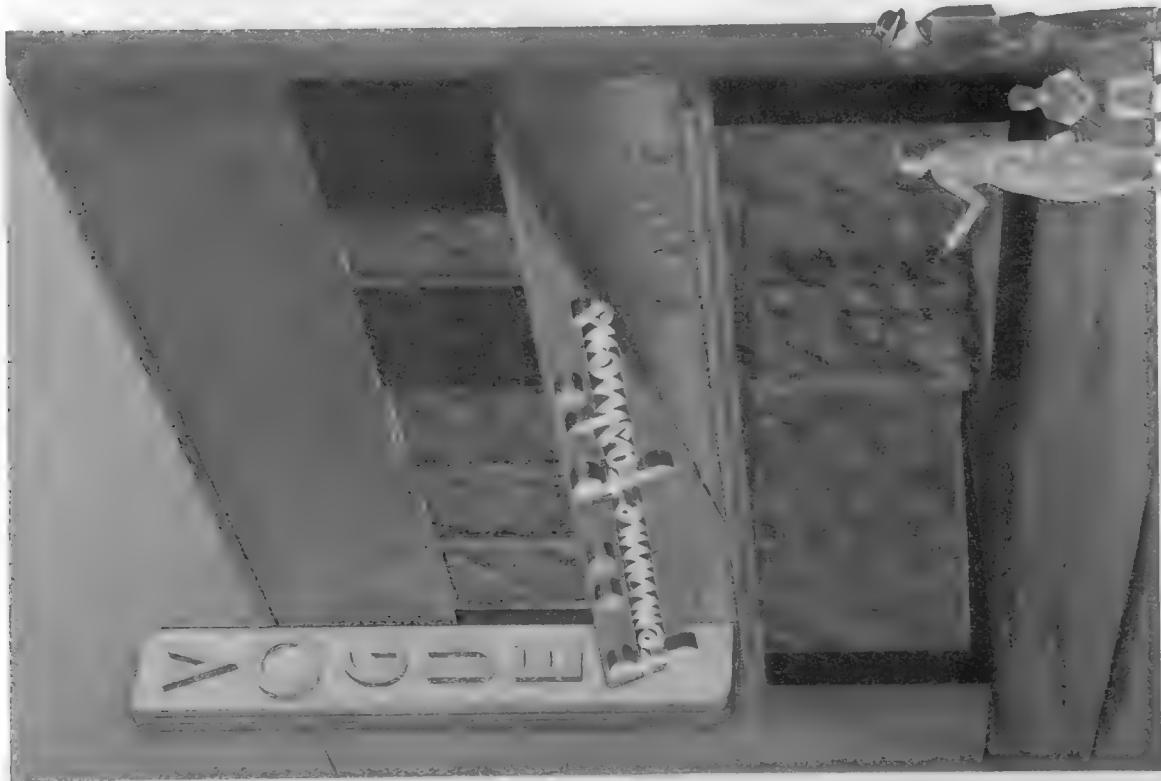




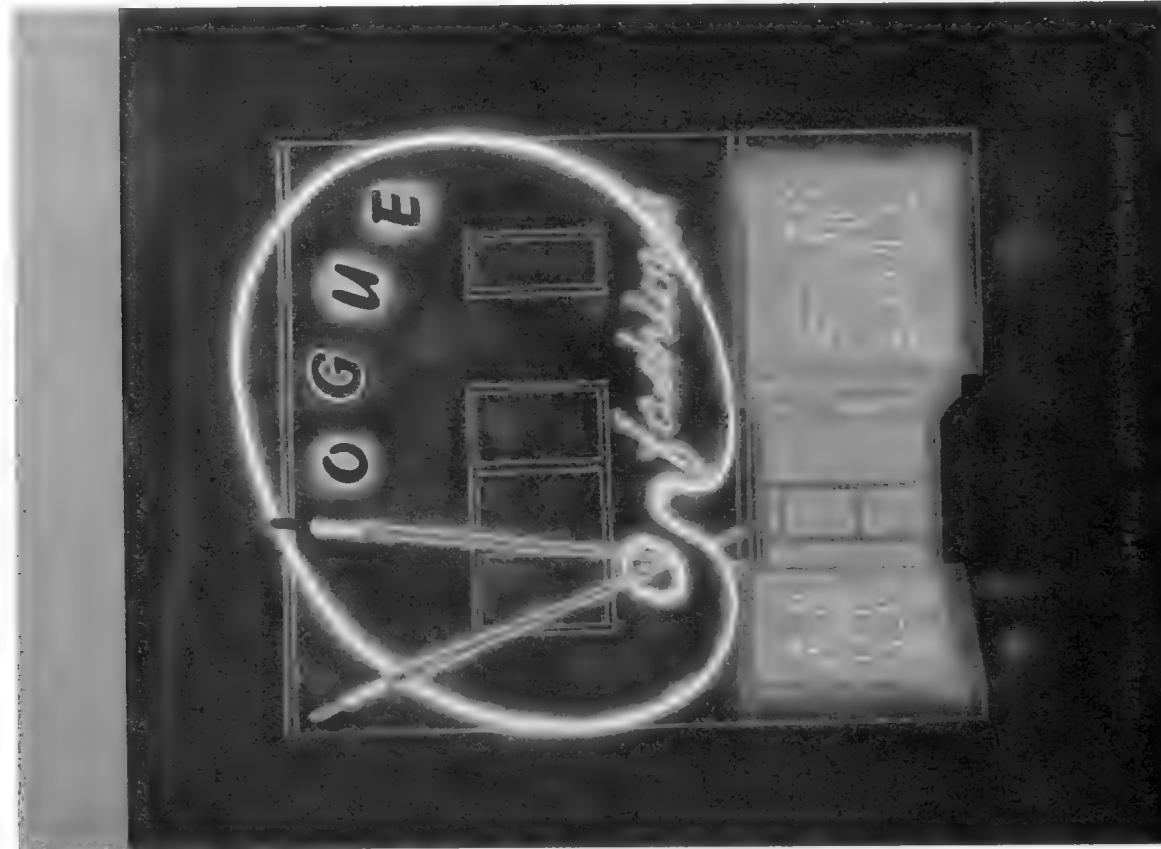
DONALD P. GREENHALT
ELECTRICAL PRODUCTS
CONSULTANT
DENVER, COLOR.



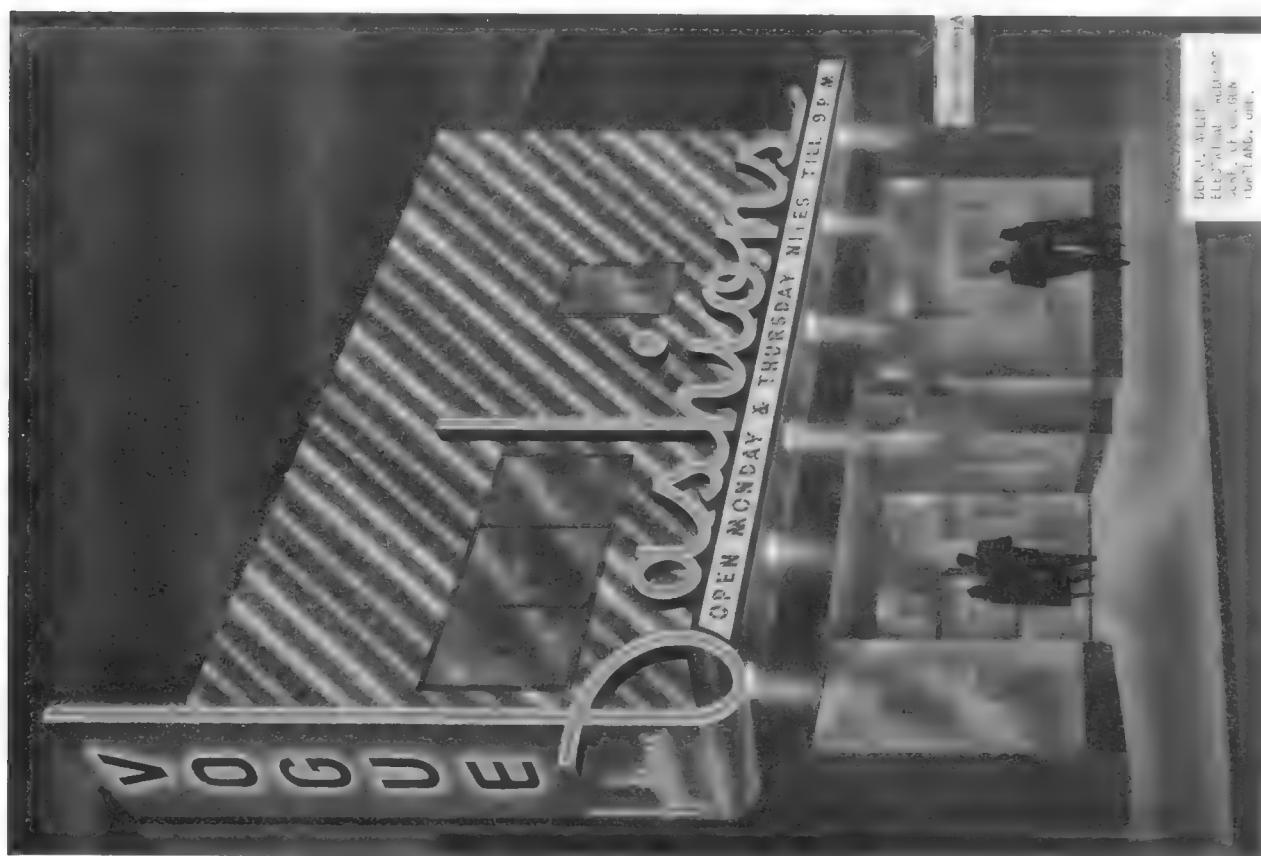
A. L. Vipoi
NEON PRODUCTS OF
SASKATCHEWAN LTD.
EDMONTON, ALTA., CAN



Dick F. Johnson
Johnson &
Foster Co.
St. Paul, Minn.



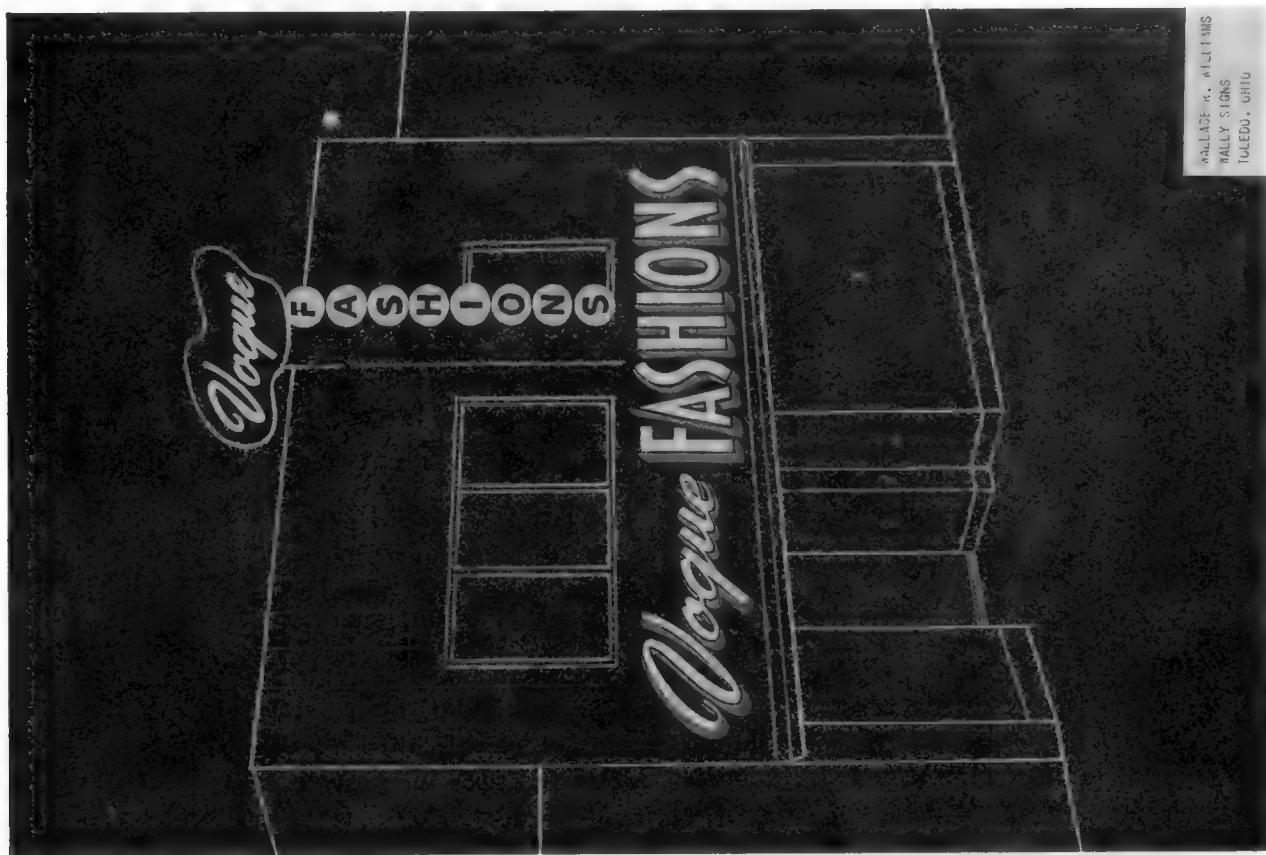
HUBERT PENSHAW
STARKIE SIGNS
OK TOOL, ENGL.



JOSEPH L. FRENCH
FLORAL CITY AND
STYLICRATICATION
LAWNSVILLE, KY.



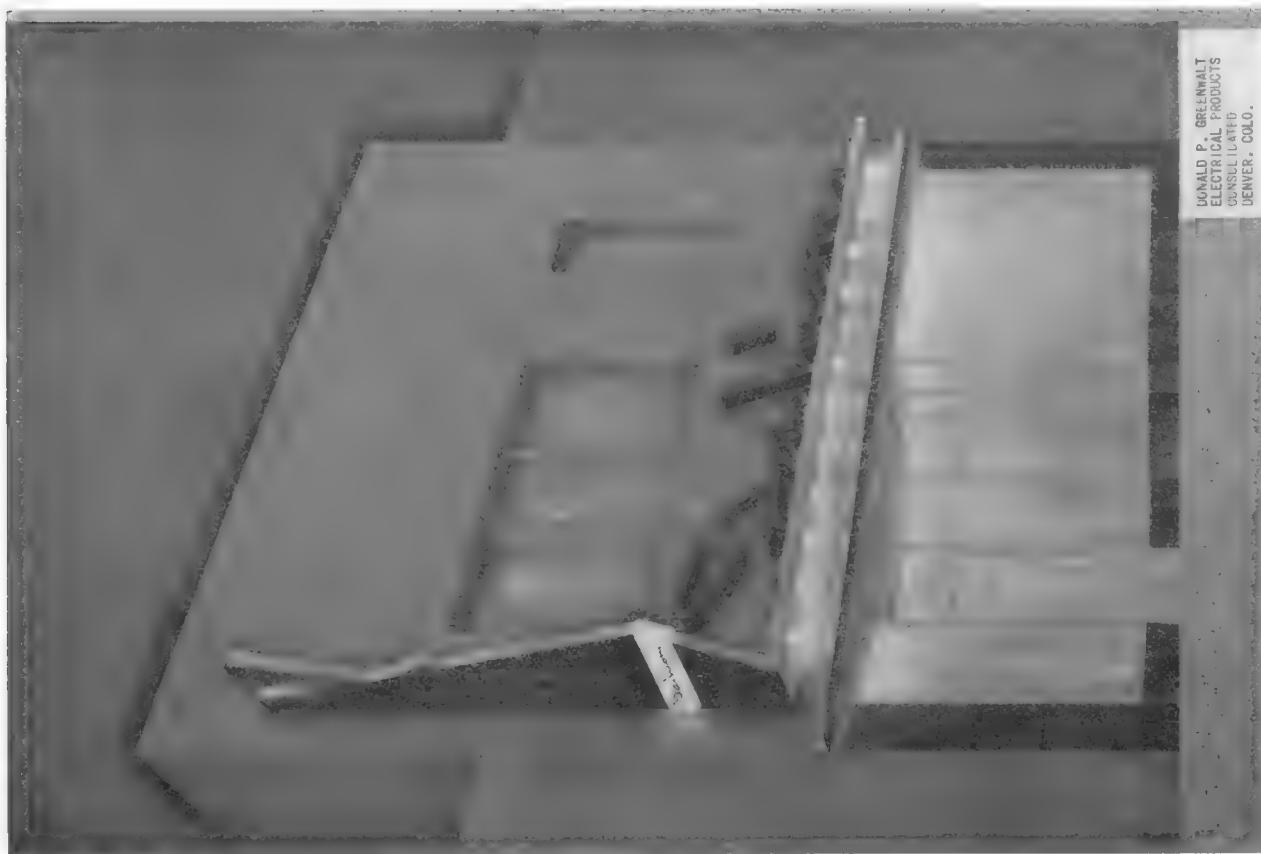
JOSEPH L. FRENCH
FLORAL CITY AND
STYLICRATICATION
LAWNSVILLE, KY.



WALLACE R. WILLIAMS
NALLY SIGNS
TOLEDO, OHIO



WILLIAM MCGLURG
AMERICAN SIGN CO.
CINCINNATI, OHIO

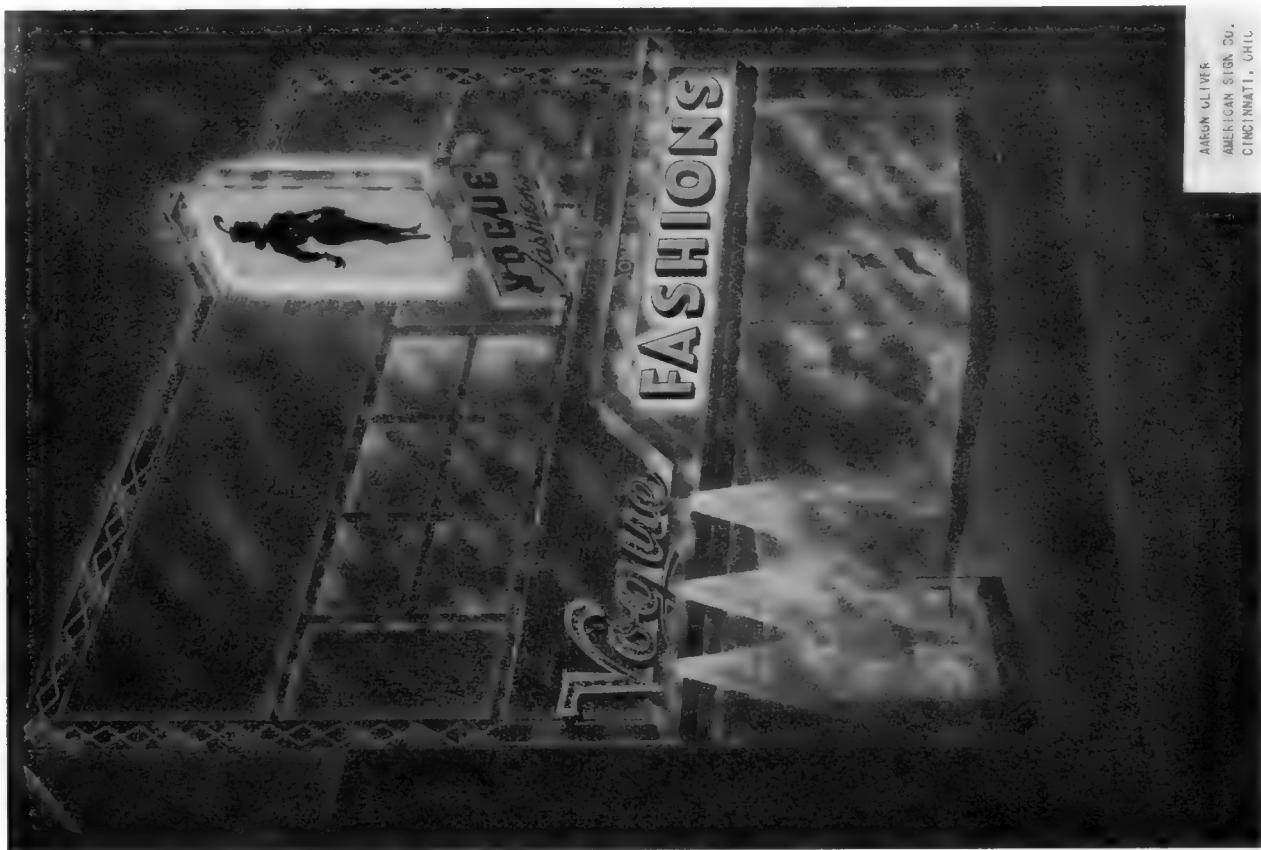




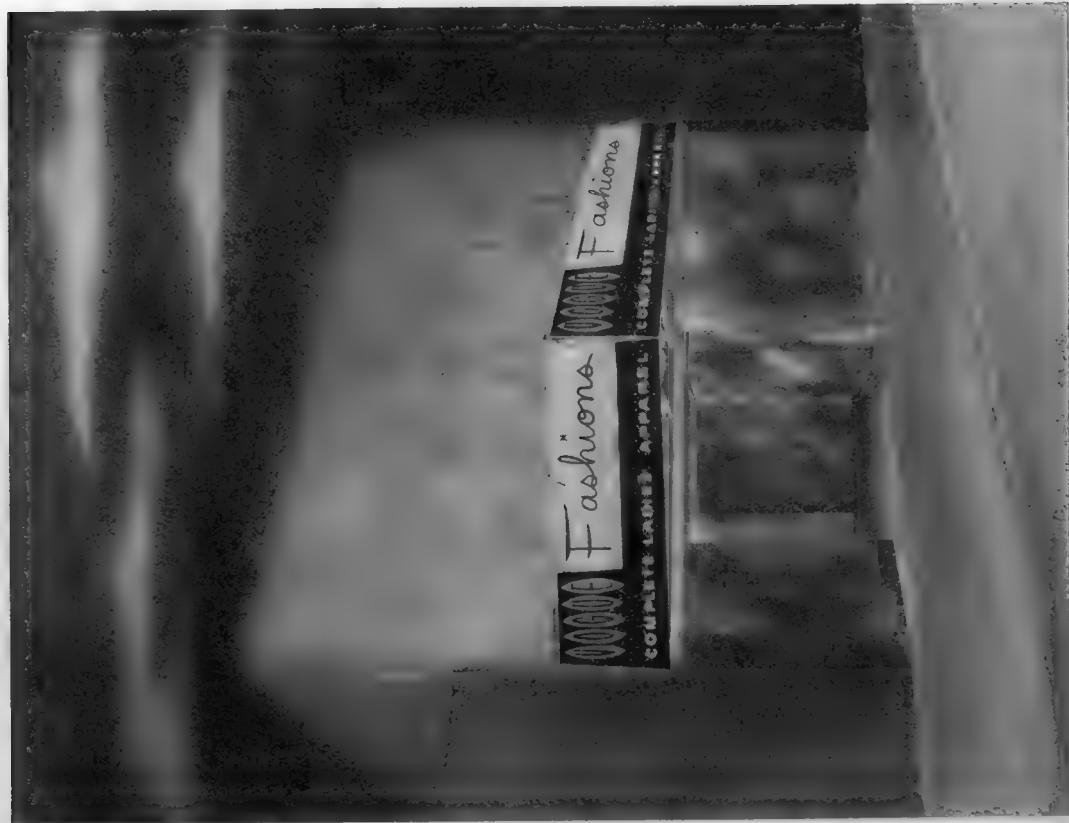
WILLIAM H. NELL & CO.
ADVERTISING CO., INC.,
LOS ANGELES, CALIF.



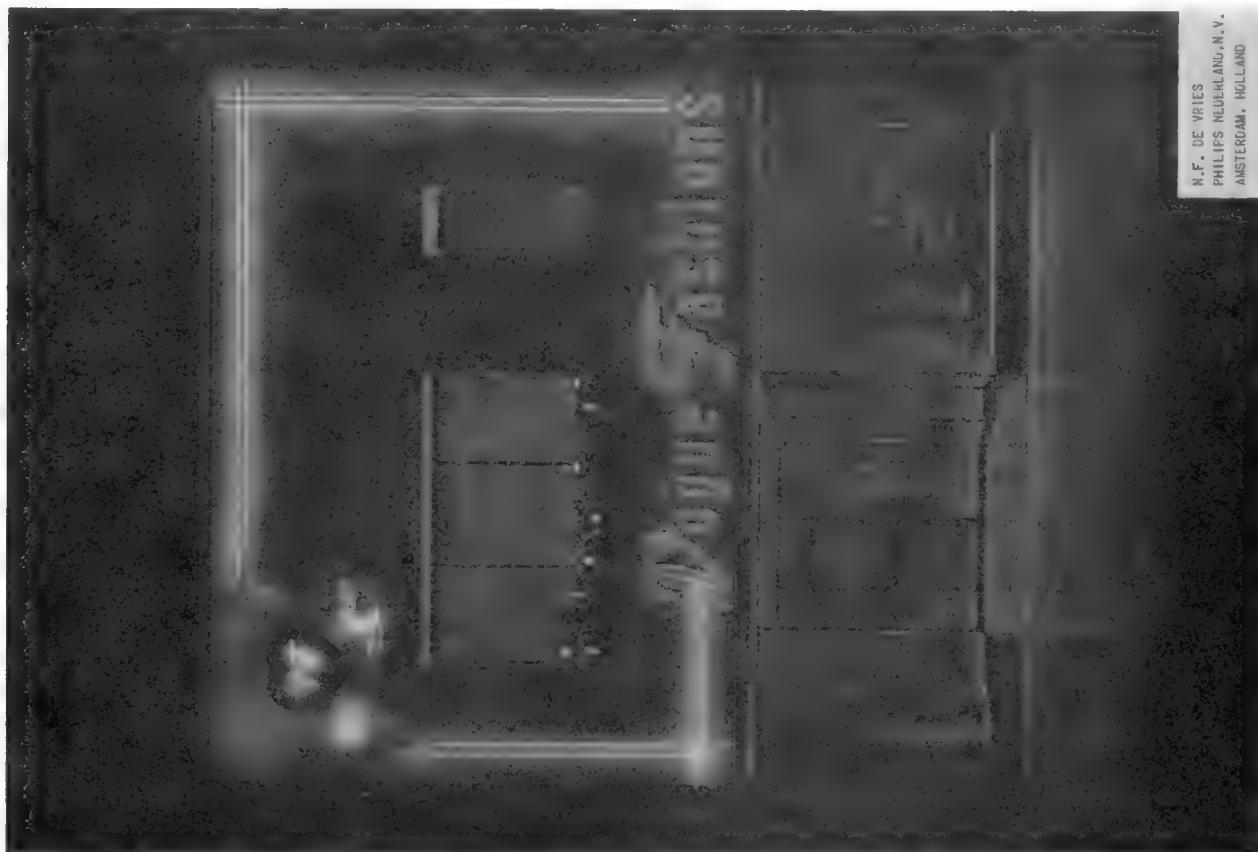
WILLIAM H. NELL &
CO., INC.,
KANSAS CITY, MO.



AARON OLIVER
AMERICAN SIGN CO.
CINCINNATI, OHIO



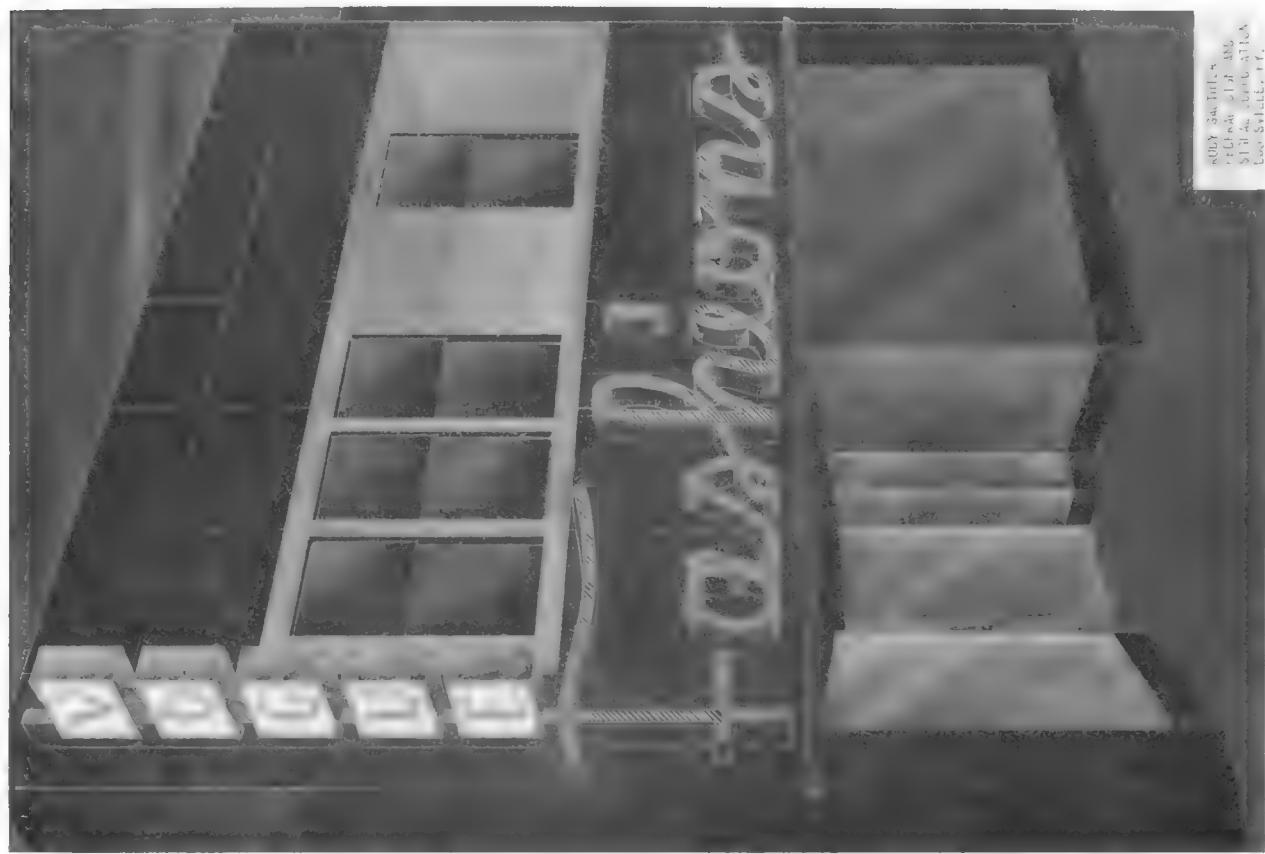
KELLY F. EPLING
NEON PRODUCTS, INC.
LIMA, OHIO



N.F. DE VRIES
PHILIPS NEDERLAND, N.V.
AMSTERDAM, HOLLAND



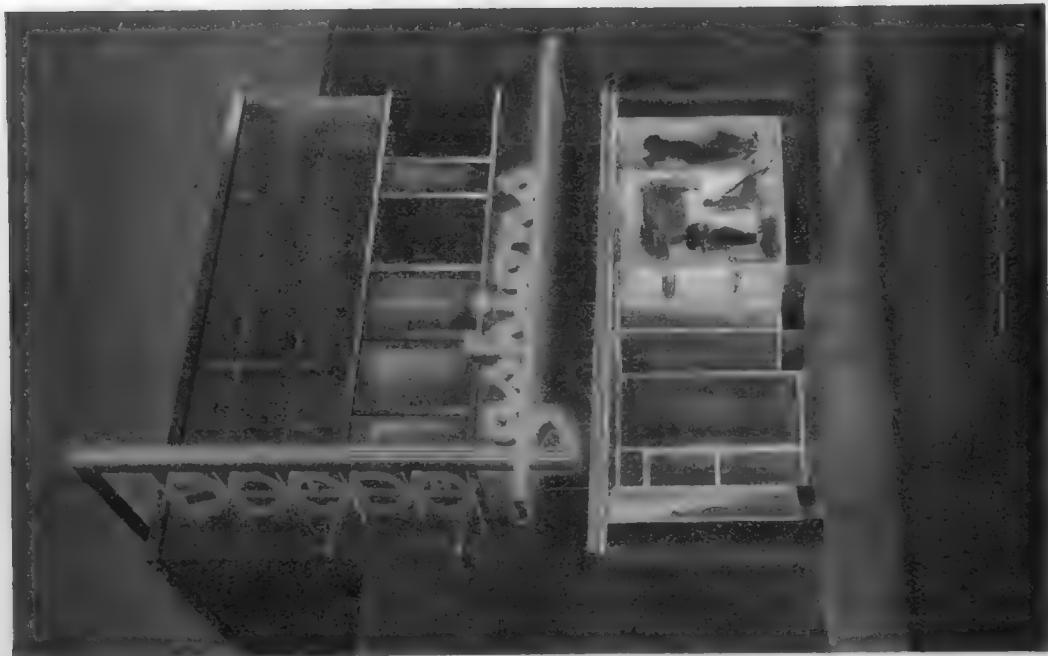
ANTHONY VAN DAALA
FELLOWS ELECTRIC
TYPE-SPECIFIC,
INC., NEW YORK



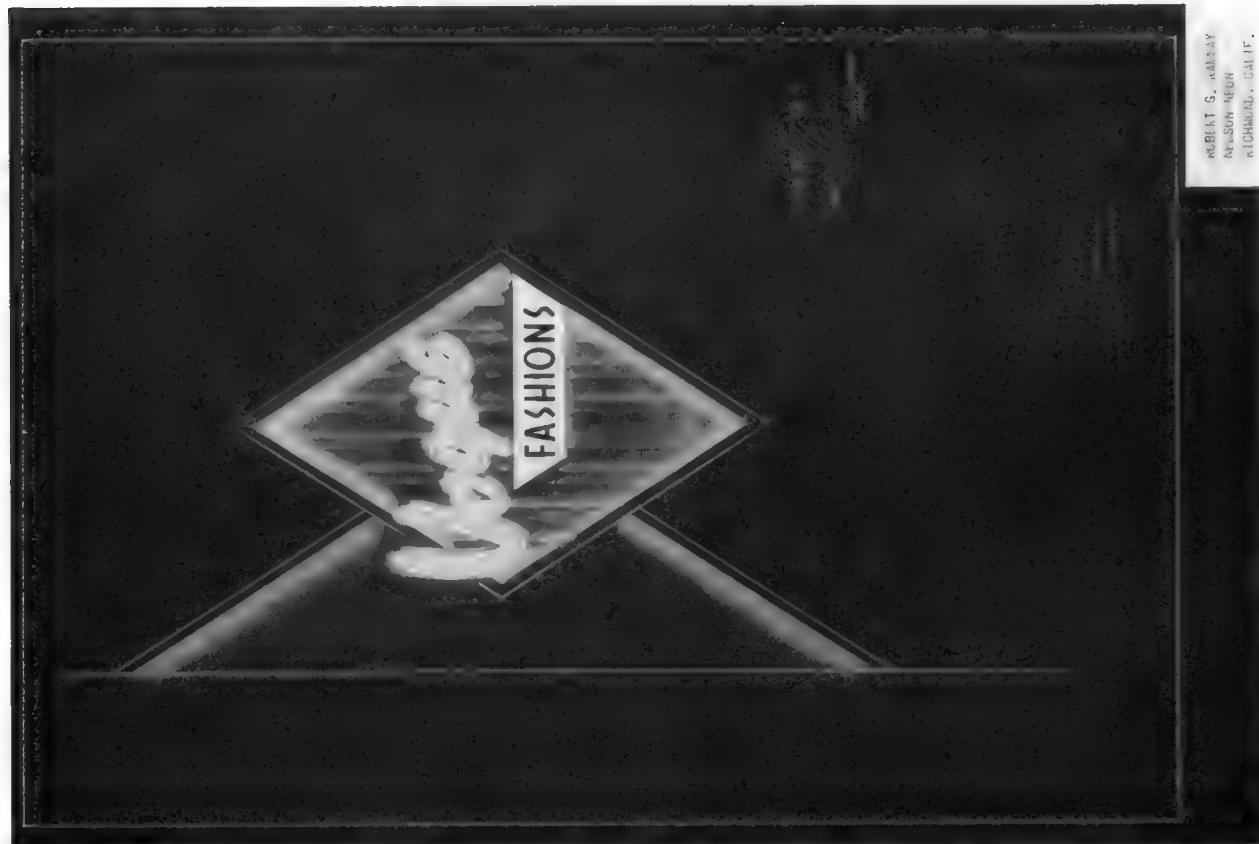
DOVE VIVA
ILLUMINATED SIGN
STYLIZED LETTERING
LUCILLE, ILLINOIS



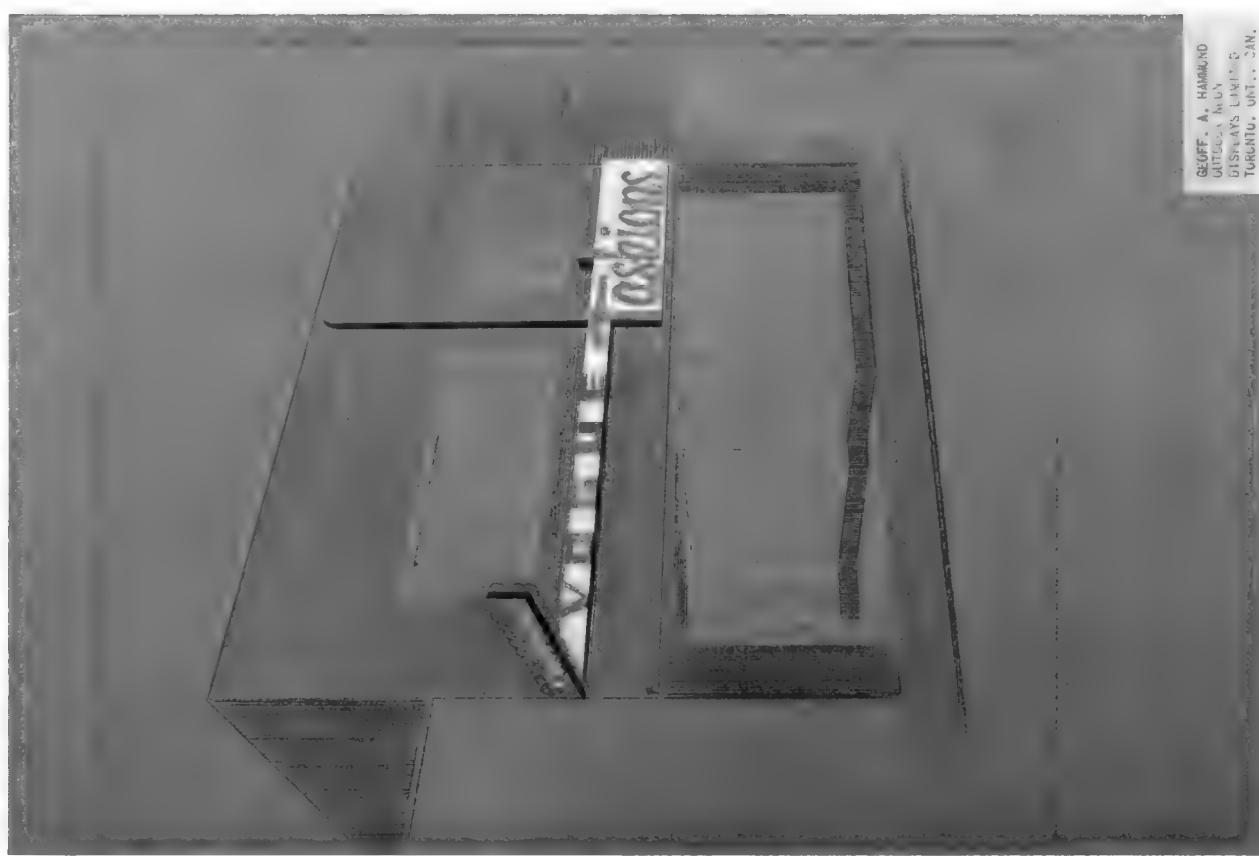
VOGUE FASHIONS
ILLUMINATED SIGN
DETROIT, MICHIGAN



CHARLES UBERG
G.A. PIERCE, INC.
ROCKFORD, ILL.



RUBEN G. RABAY
MR. SON NEON
RICHMOND, CALIF.



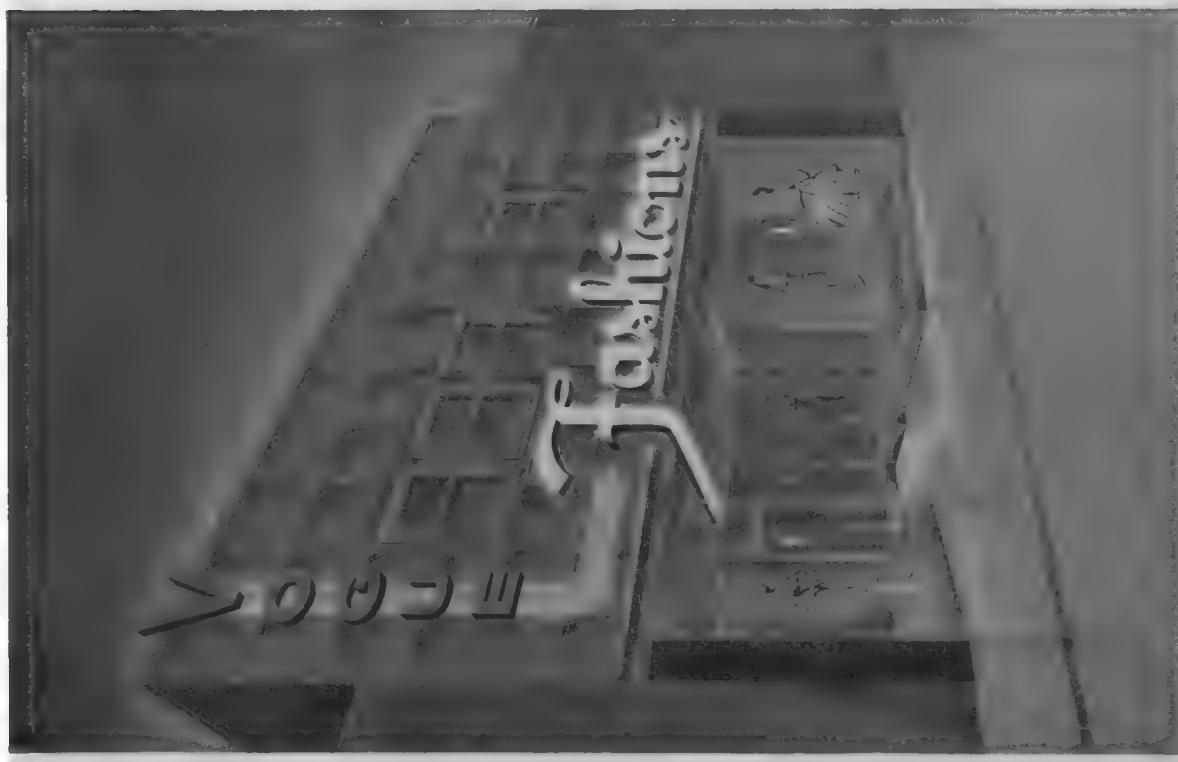
GEOFFREY A. HAMMOND
GATSBY & CO., LTD.
DISPLAYS LTD.—C
TORONTO, ONT., CAN.



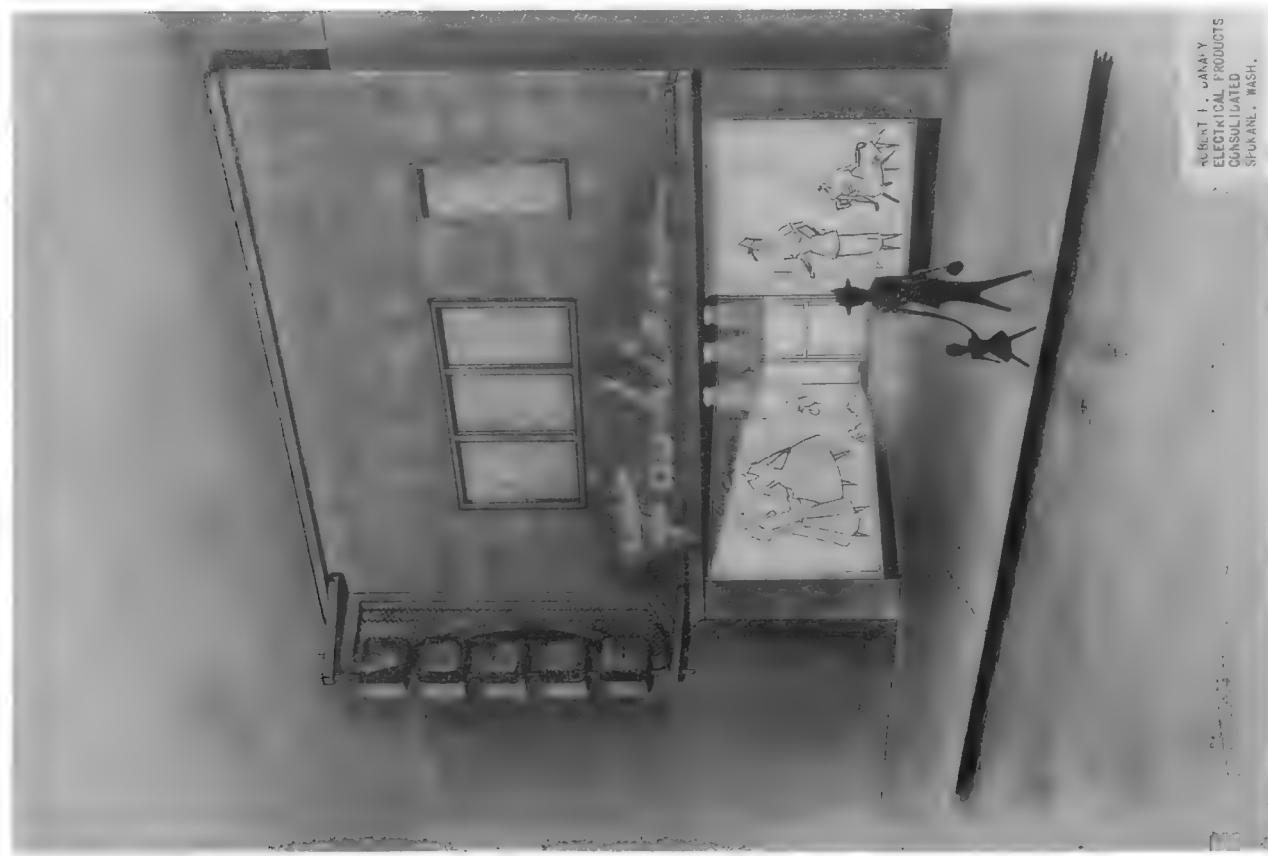
PAUL BLERIN
TUBE-ART DISPLAYS, INC.
SEATTLE, WASH.



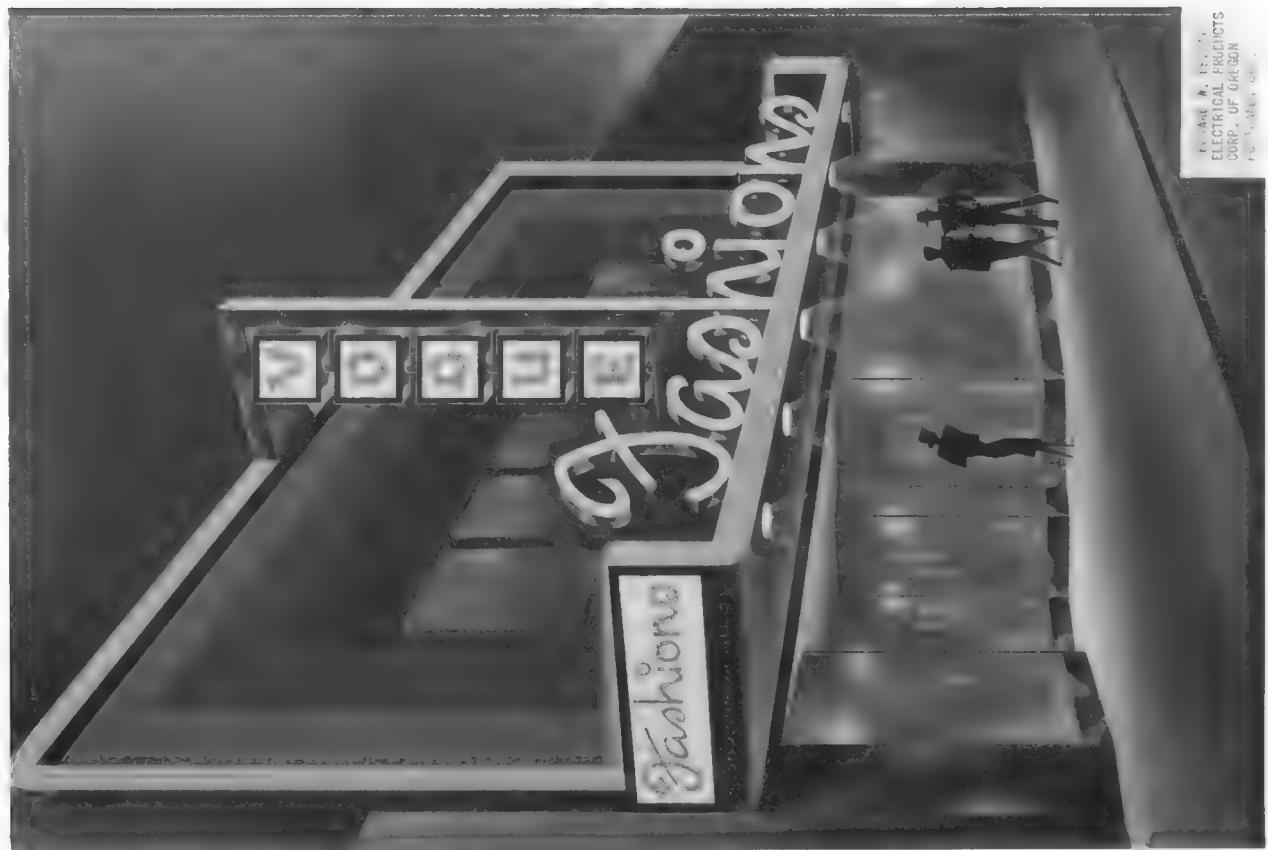
JOHN M. BLYTHE
NEON PRODUCTS OF
CANADA LIMITED
VANCOUVER, B.C., CANADA



EDWARD P. REIFFKA
BLACK & DECKER
DETROIT, MI.



ALBERT F. JAKABY
ELECTRICAL PRODUCTS
CONSOLIDATED
SEATTLE, WASH.



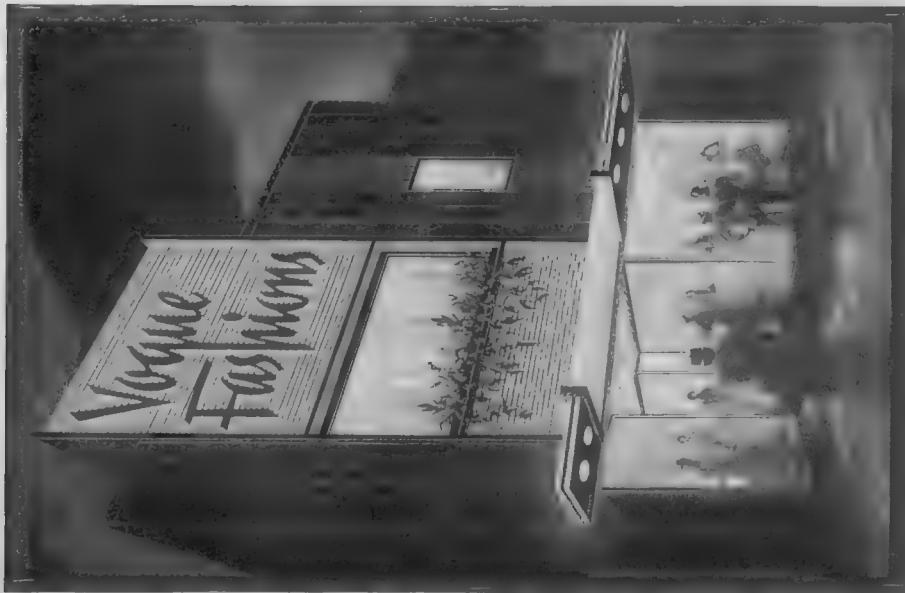
F. ALBERT F. JAKABY
ELECTRICAL PRODUCTS
CORP. OF OREGON
PORTLAND, OREGON



NESA ELECTRIC SIGN DESIGNS
KUNLEY H. MILLARD
HEIN PRODUCTS OF
CANADA LTD.
VANCOUVER, B.C., CAN



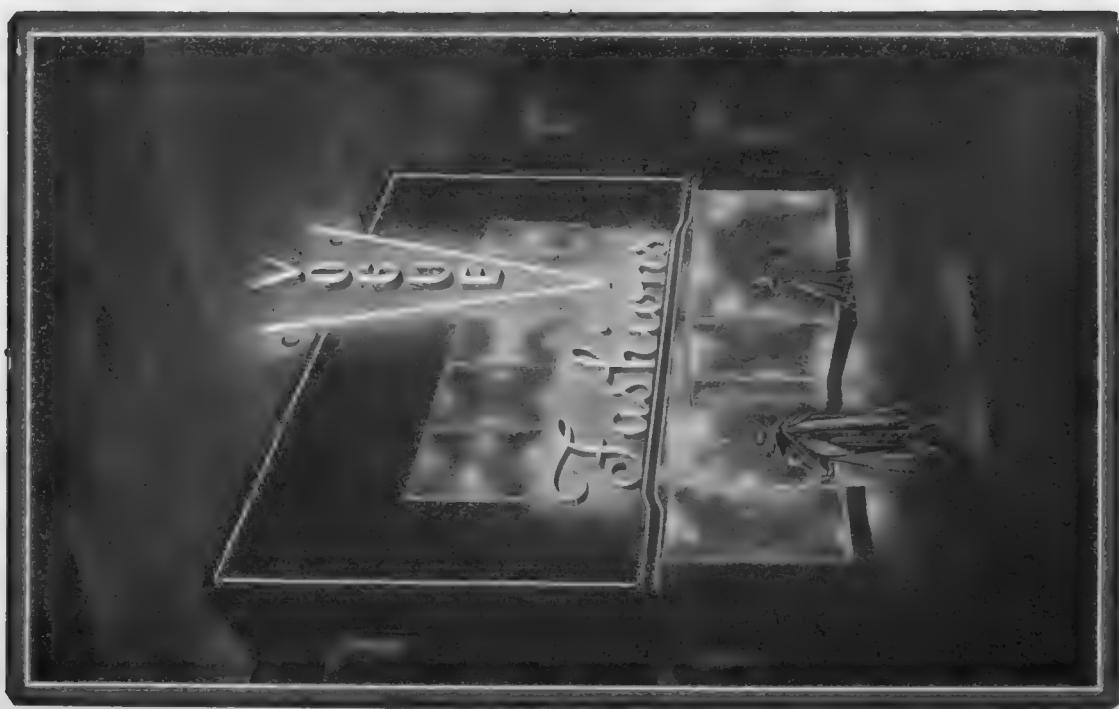
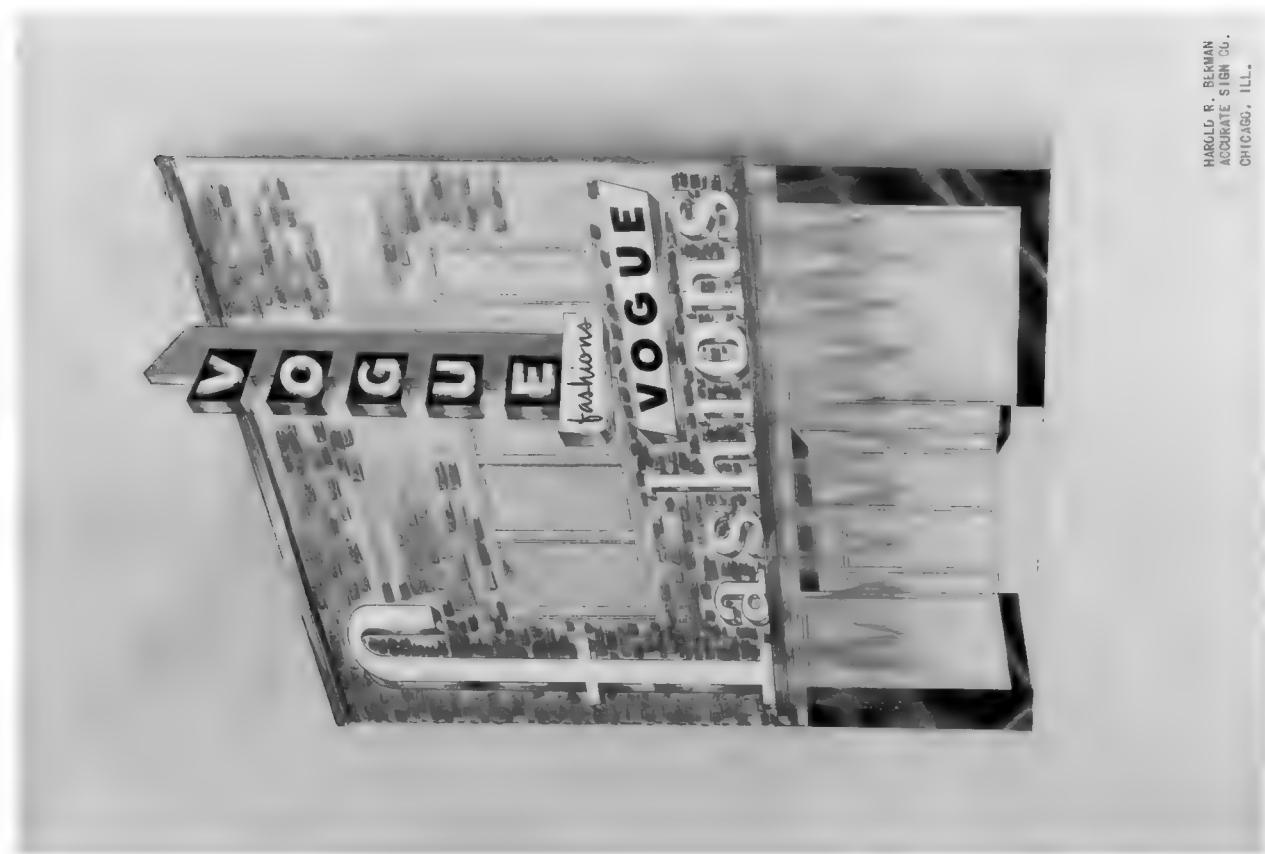




KLAAS HOOGEVELD
NEON GEBR. TEN HAVE
KL. PETERSKAT 15
GRONINGEN, HOLLAND

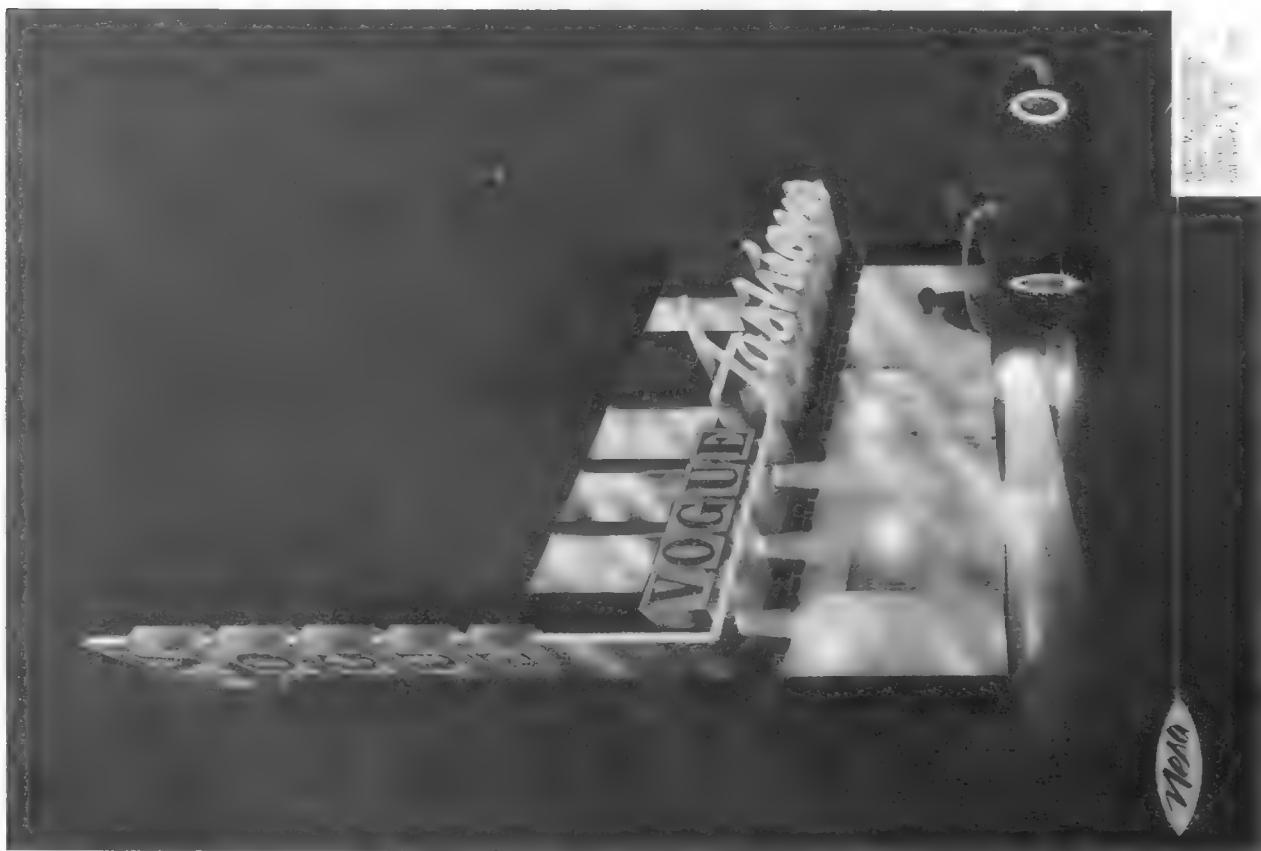


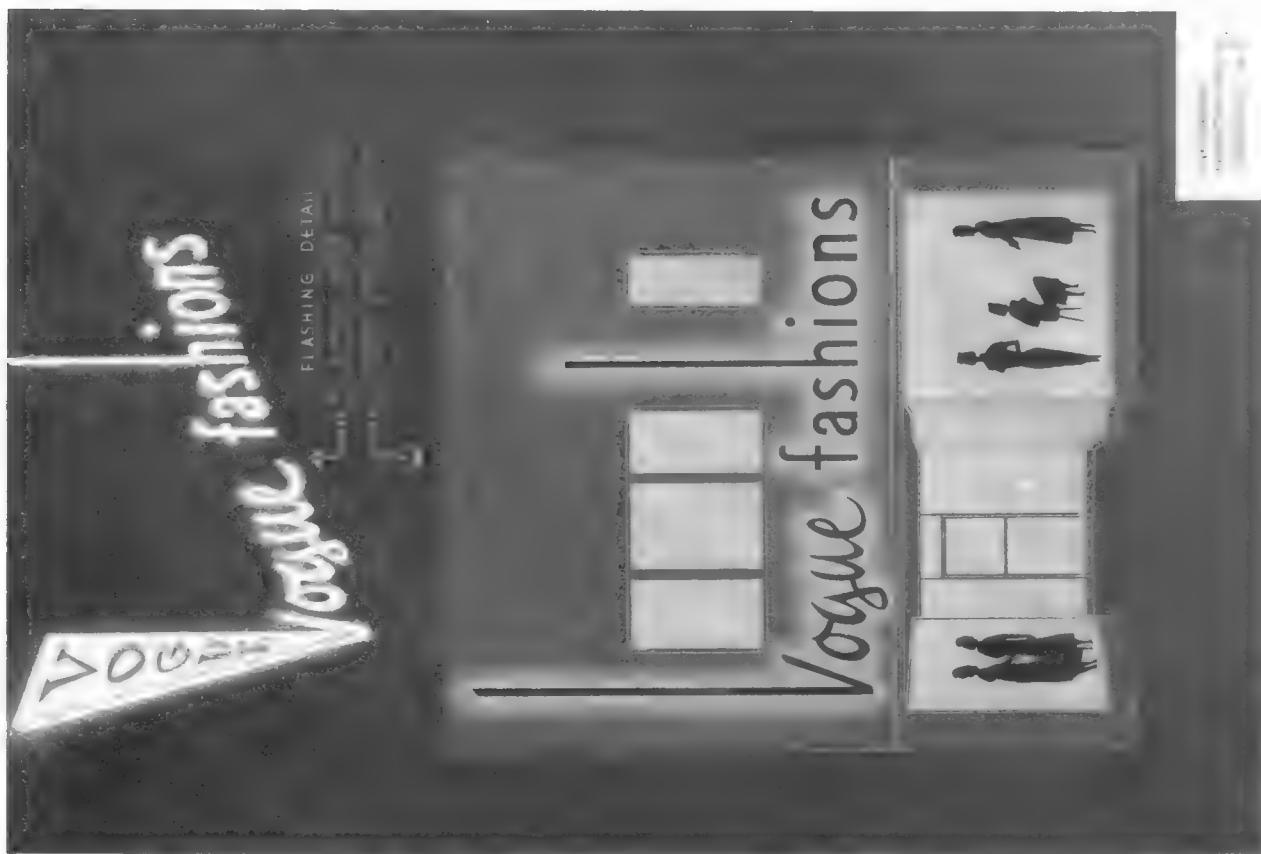
JOHN J. KELLER, JR.
CITY SIGN CO., INC.
TACOMA, WASH.



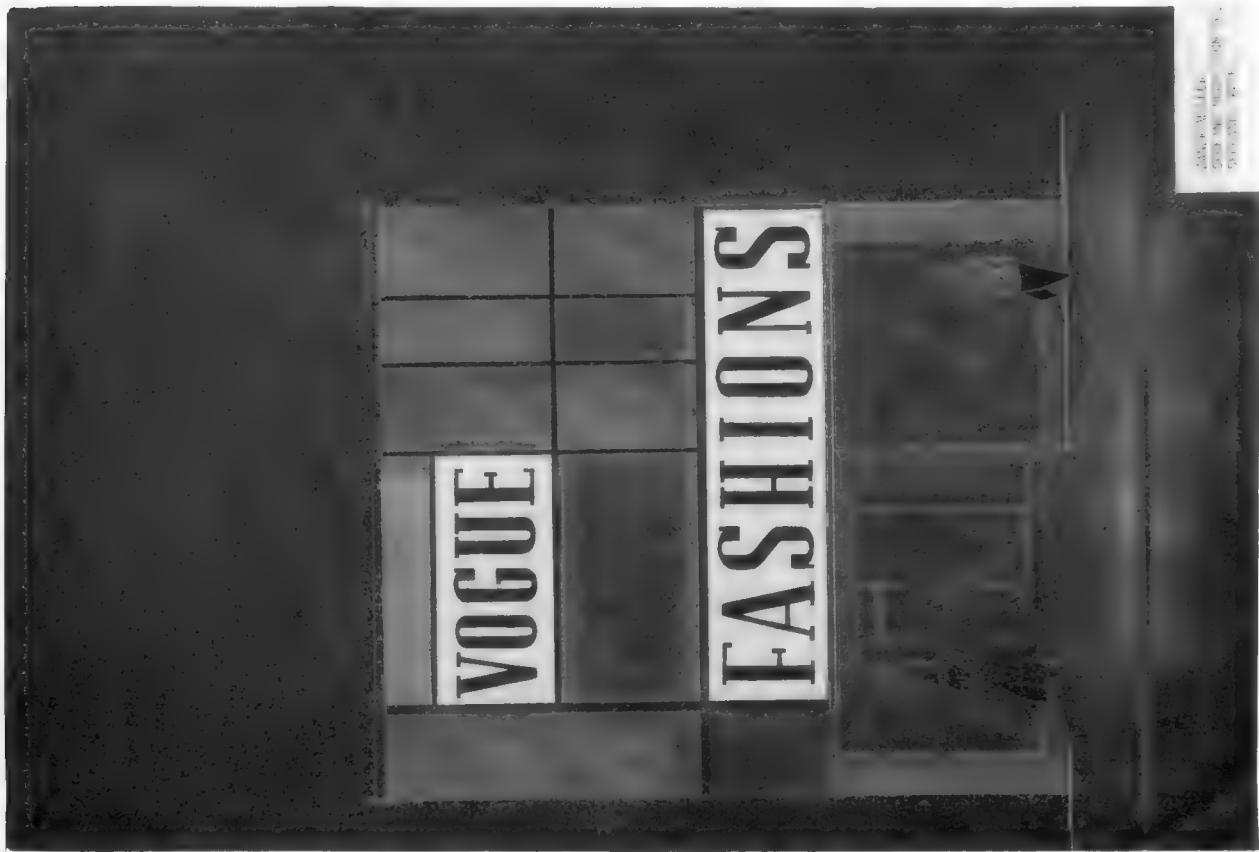
HAROLD R. REKMAN
ACCURATE SIGN CO.
CHICAGO, ILL.

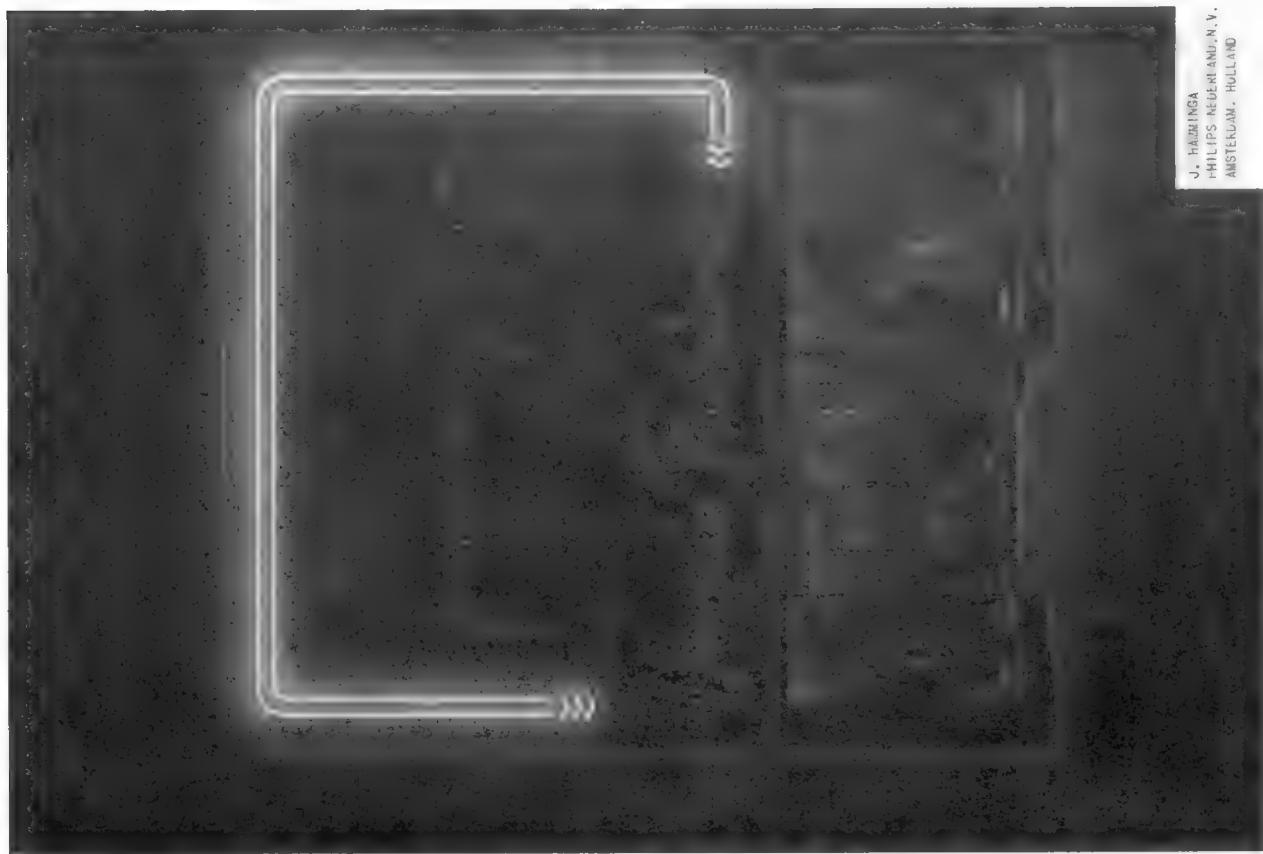
EIGENSTEIN DESIGN MODULE
NEON SIGN, THIS PAGE
PRINTED IN U.S.A. J. 15
DOLKINGEN, HOLZANL



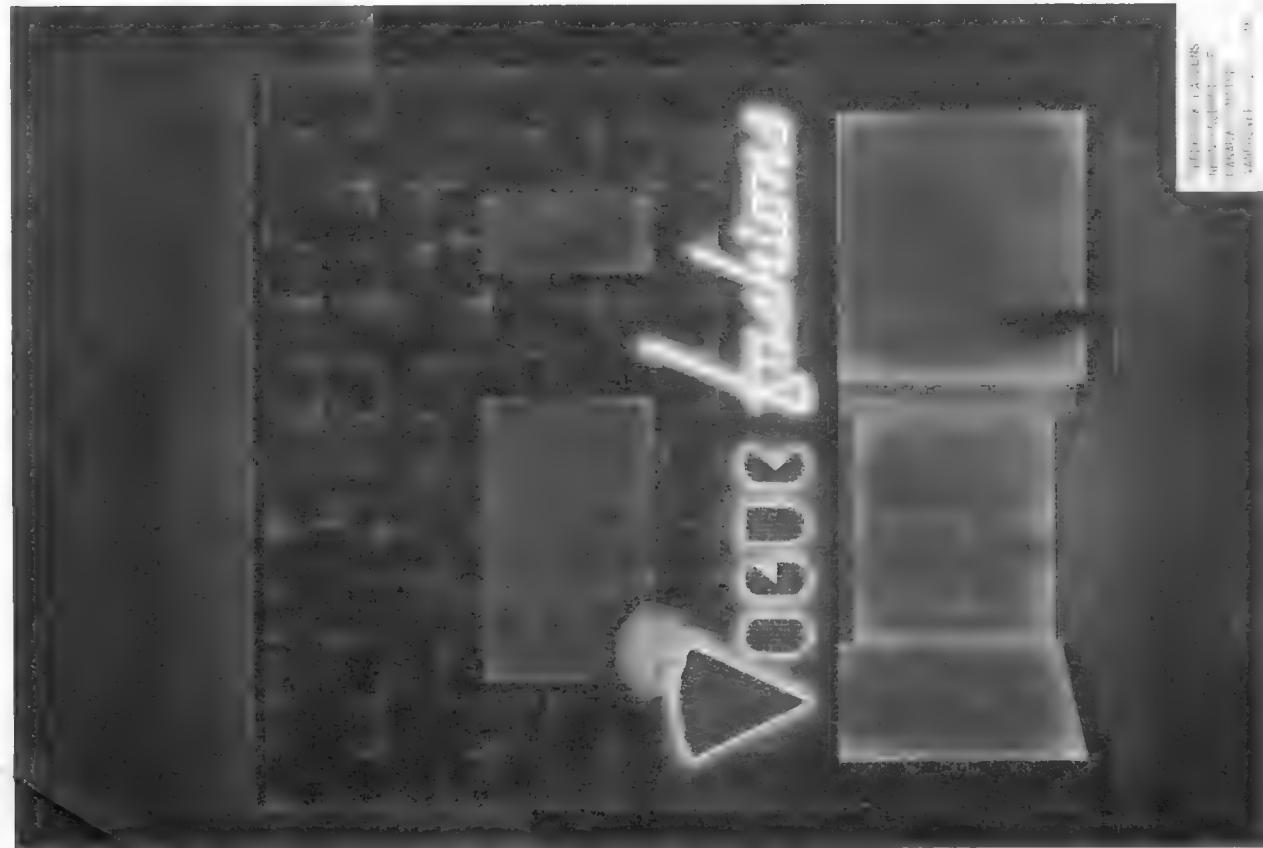




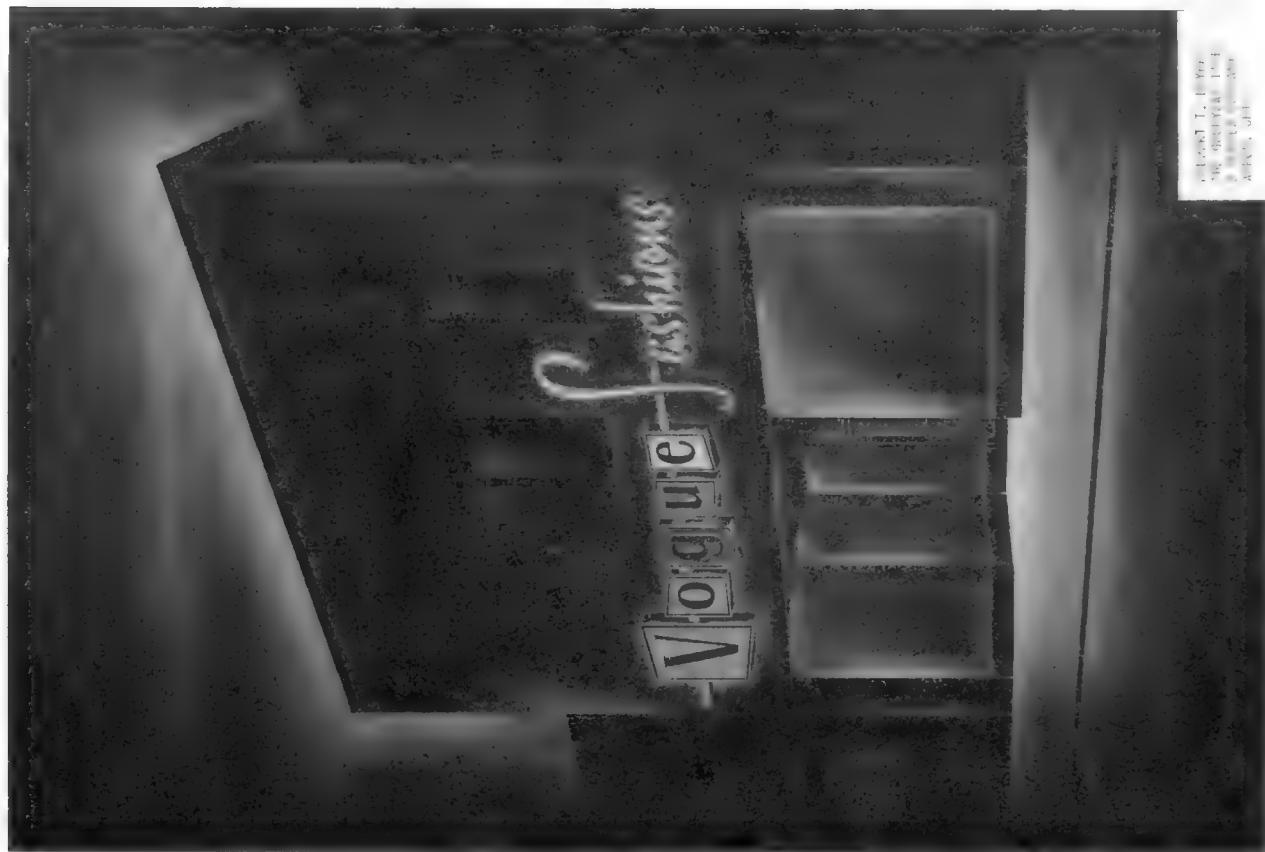


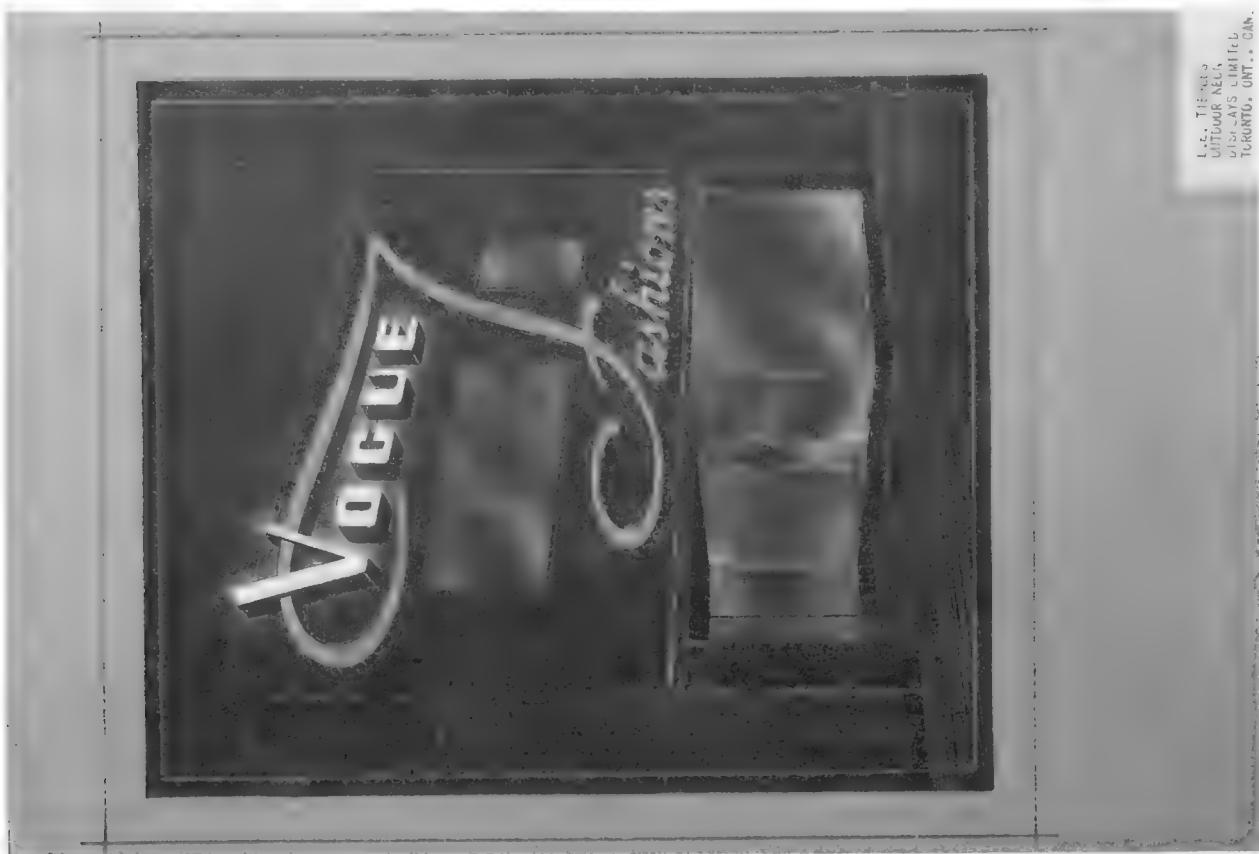


J. H. HANINGA
PHILIPS REEDERIJ N.V.
AMSTERDAM, HOLLAND



J. H. HANINGA
PHILIPS REEDERIJ N.V.
AMSTERDAM, HOLLAND

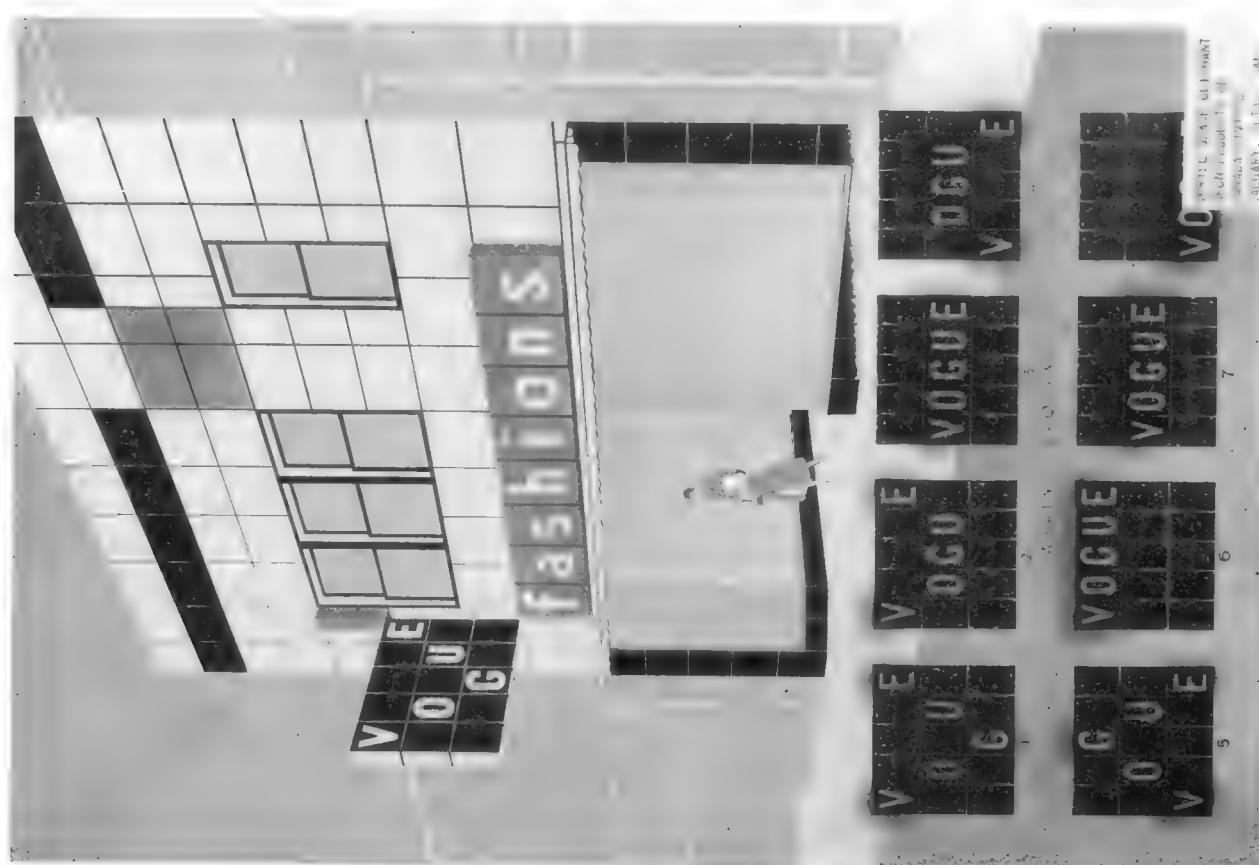




LITE, THE LITE
UNIBUD KEL,
UNIBUDS LIMITED
TERENTO, ONT., CAN.



61-141, G.V.C.T.
BYRNE & LEE CO. INC., NY
1912-1913, 1914



KLAAS HUGGEN
NEUN GEBR., TEN HAVE
KL. PEPESTRAAT 15
GRONINGEN, HOLLAND







MAGNET
FASHION
MAGNET
ELECTRICAL PRODUCTS
INC.
SAN FRANCISCO, CAL.



MCCOO
FASHIONS
MCCOO
INC.



FAB. IN. 48' X 14'
FLORAL LINE AND
SIGN CO., INC., U.S.A.
DETROIT, MICH.

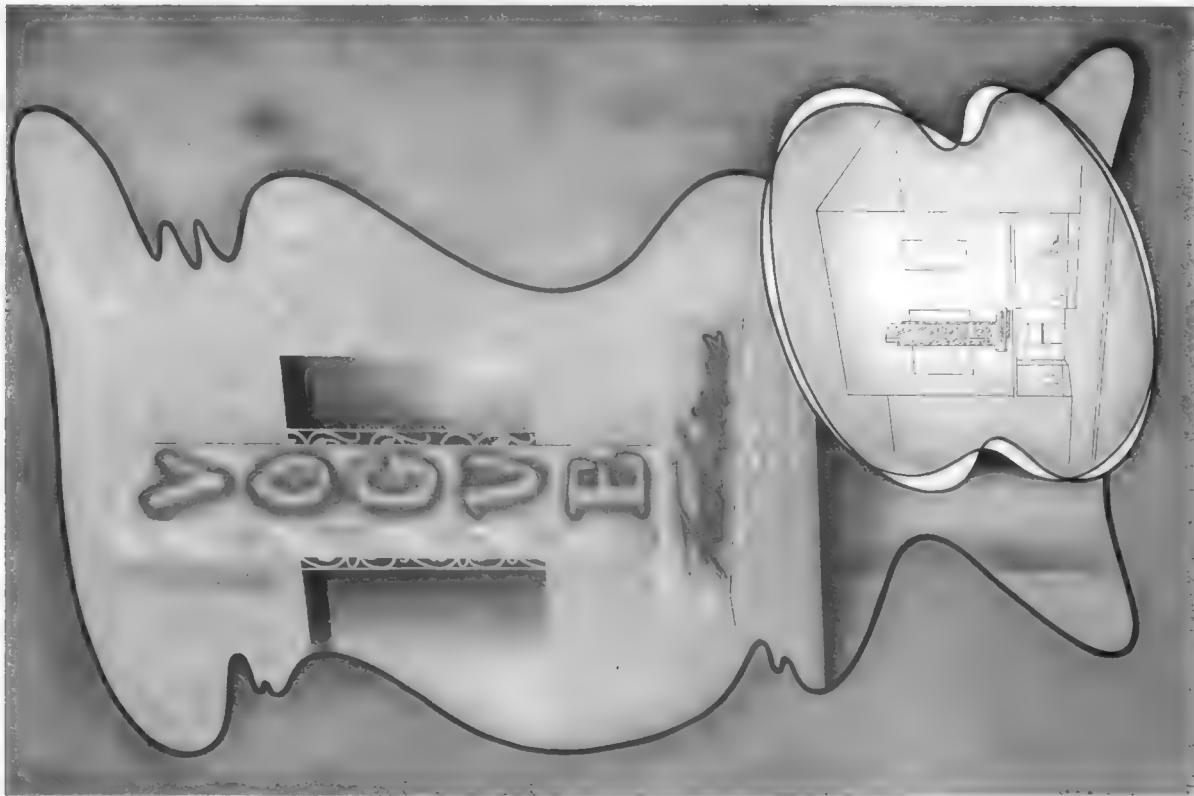


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PITTSBURGH, PA.

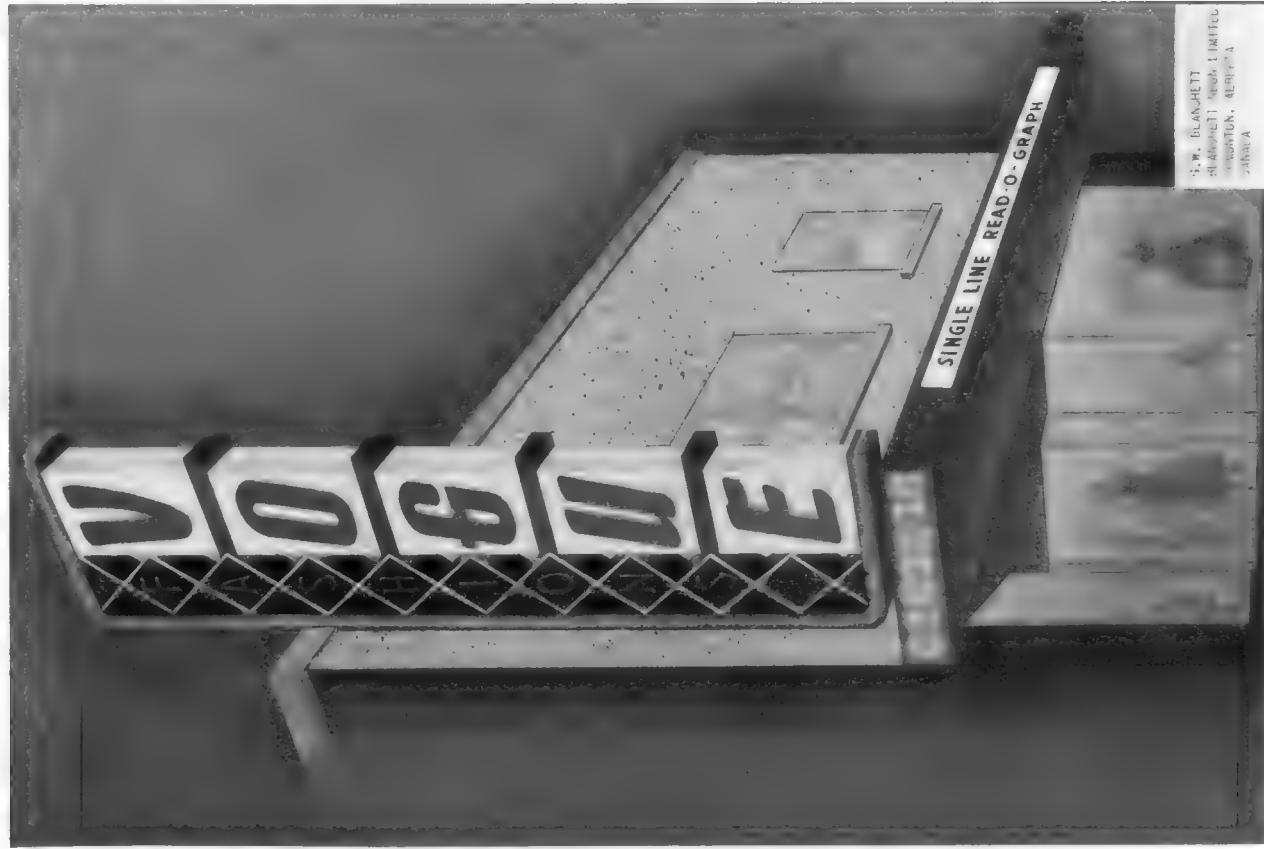


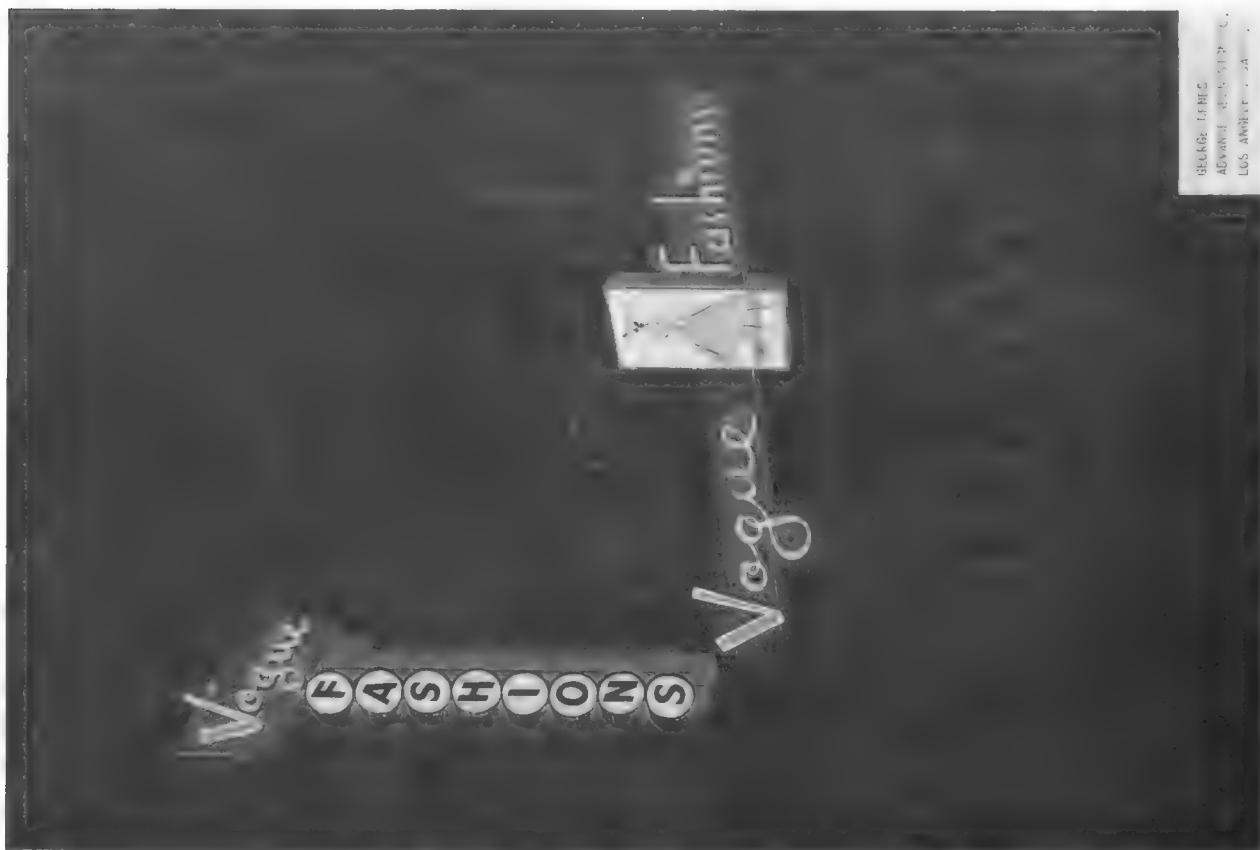


GUY SCHNEK
11633 FERNGLEN AVE.
Tinley Park, Ill., ILL.

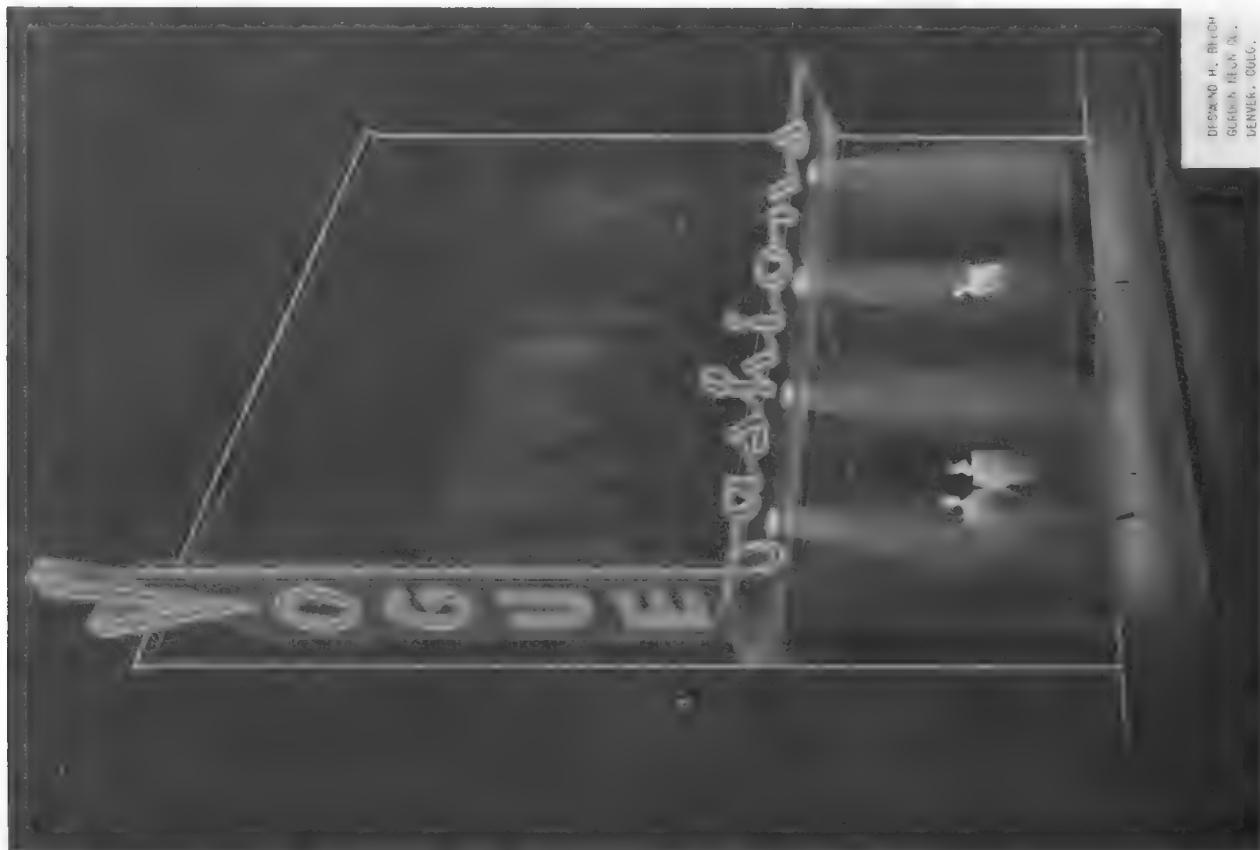


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C.A. I.C.
ROCKFORD, ILL.

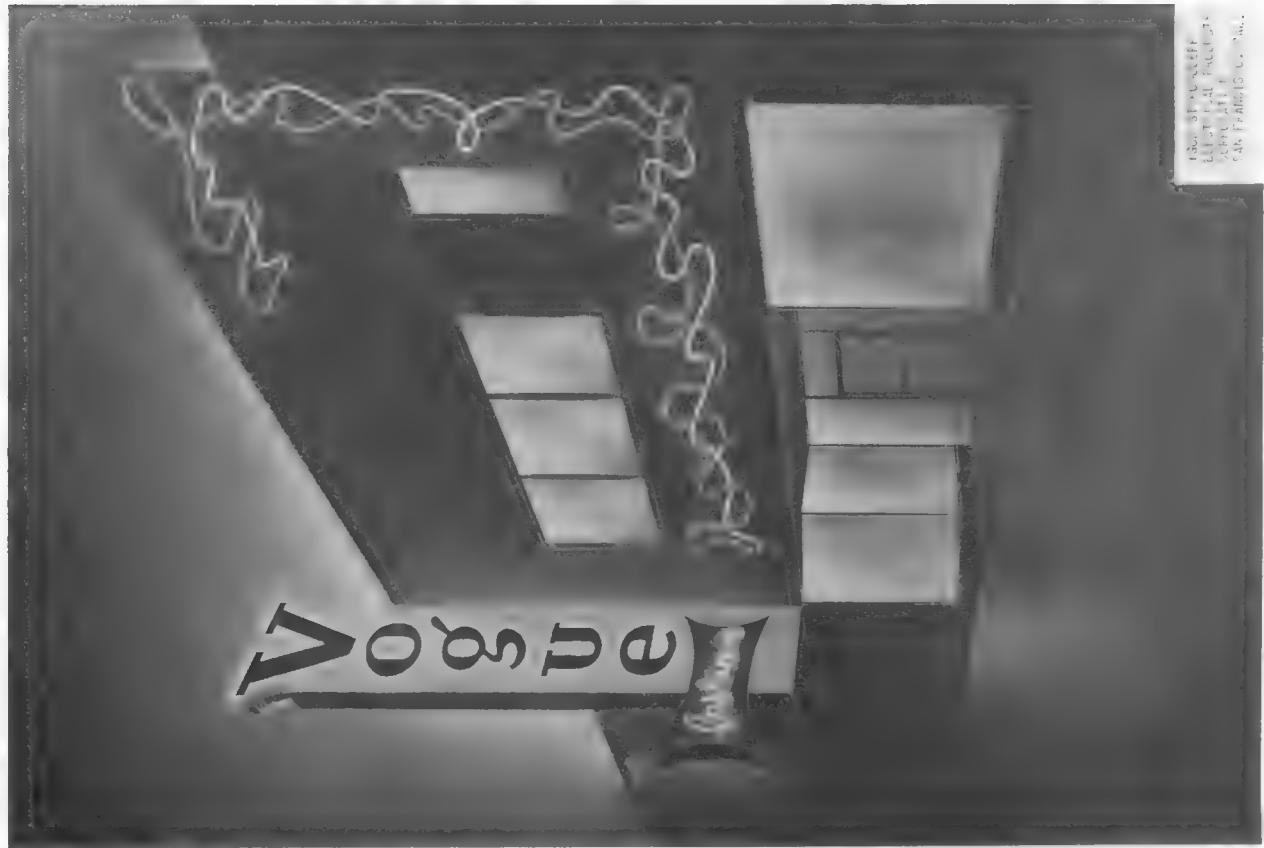
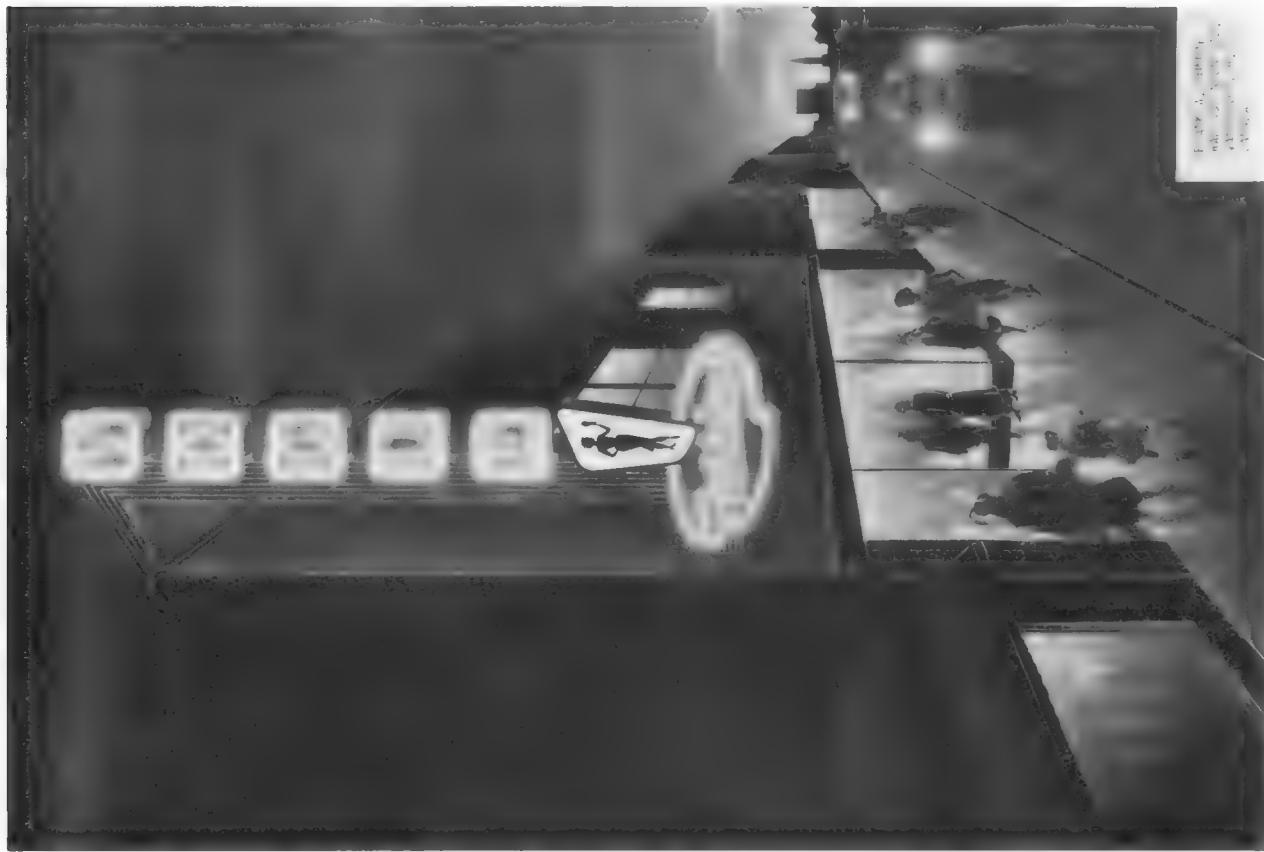




SELIG, LAFM C
ADVANTAGE CO.
LOS ANGELES, CA

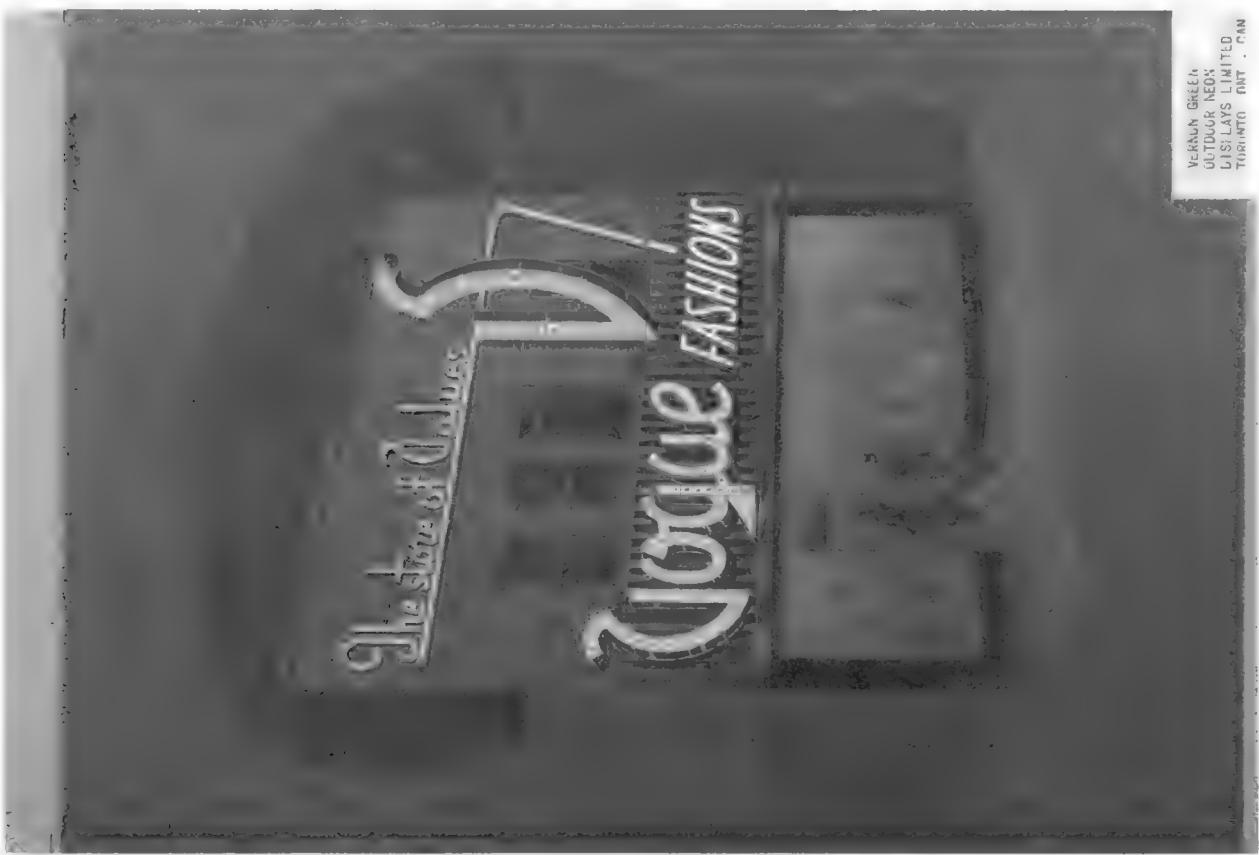


DESIGN H. BLOCH
GLENWOOD, ILL.
DENVER, COLOR.





LENNIS L. MEATON
B & W SIGN CO.
SALINA, KANS.



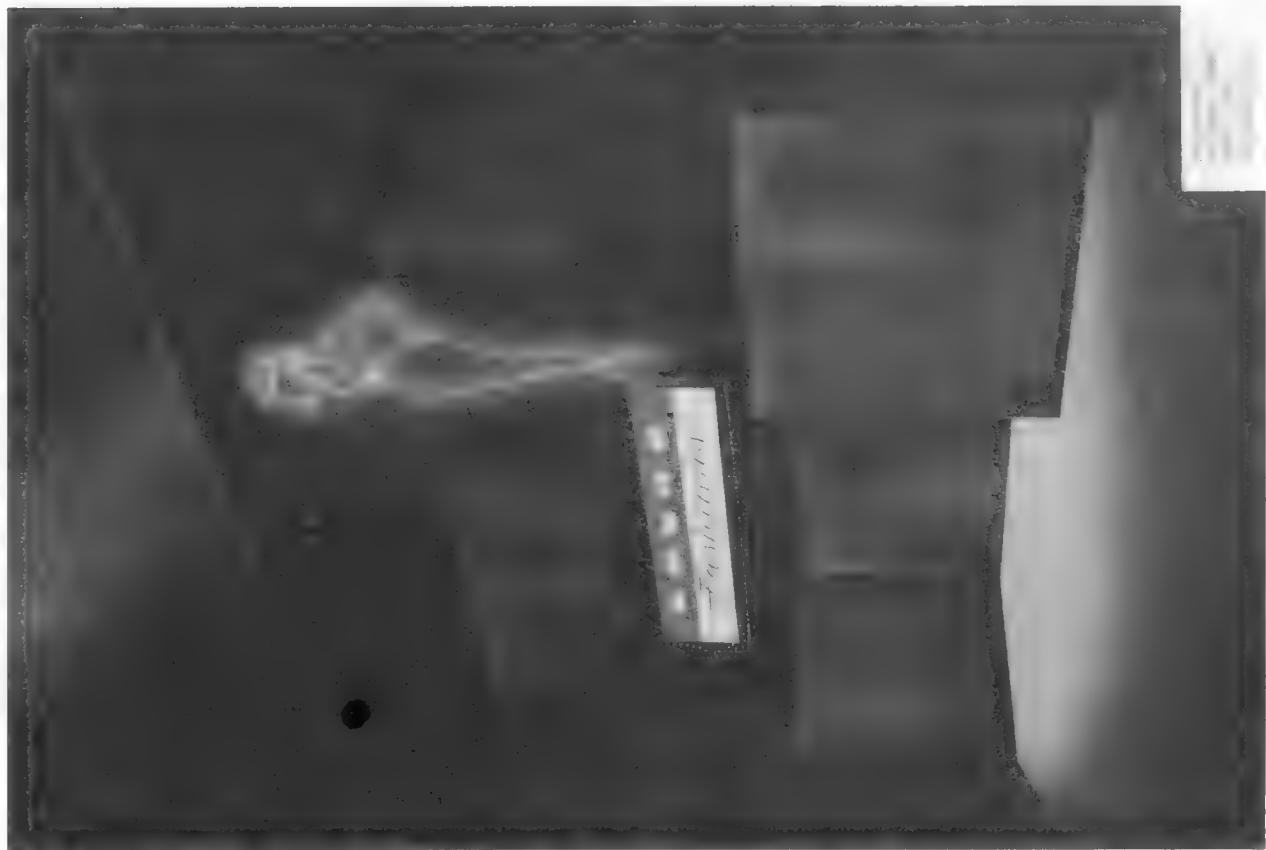
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OUTDOOR NEON
DISPLAYS LIMITED
TORONTO, ONT., CAN

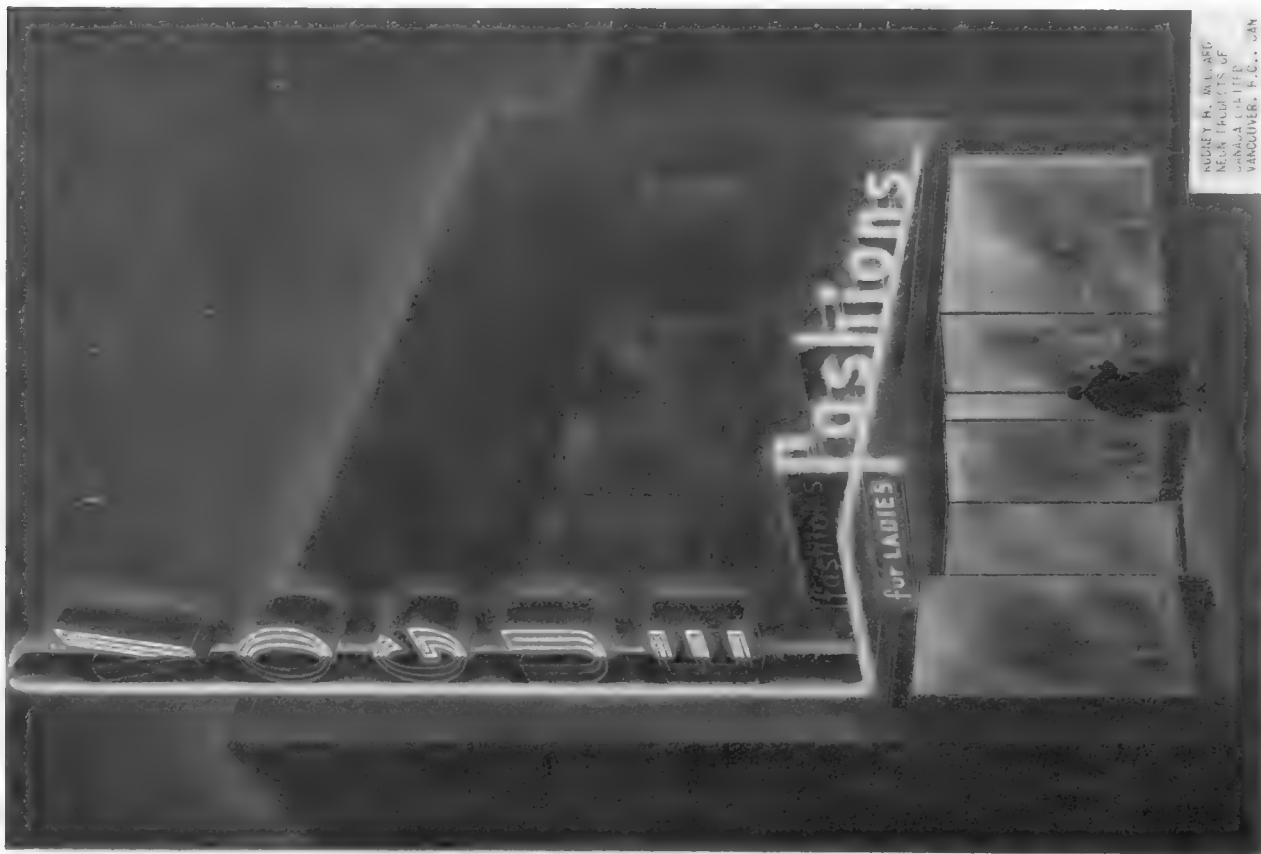


P.S. GILLES
LADIES WEAR
SIGNS
PARIS, FRANCE



KLAAS HOOGEVEN
NEON GEBR. TEN HAVE
K.L. PEERSTRAAT 15
GRONINGEN, HOLLAND

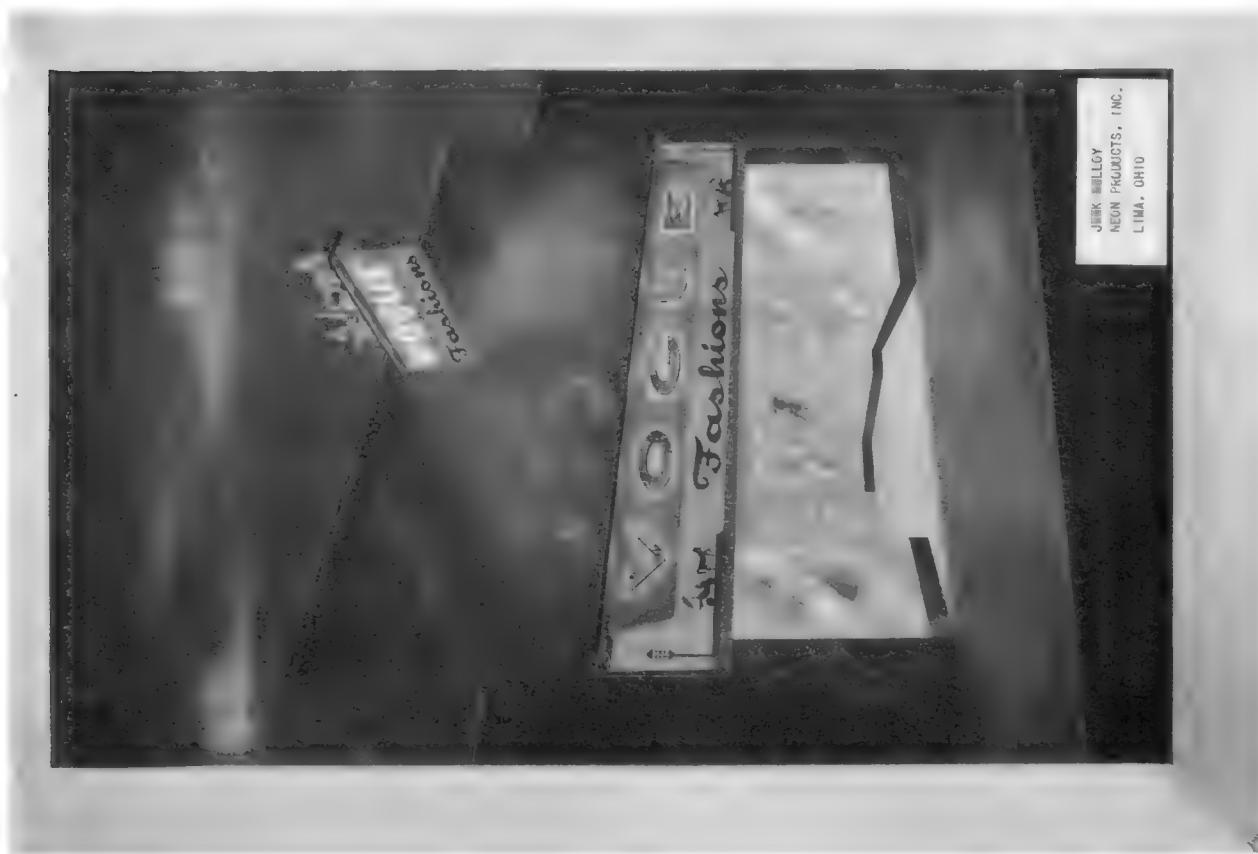




HARRY H. WILSON
NEON PRODUCTS OF
CANADA LTD.
VANCOUVER, B.C., CAN

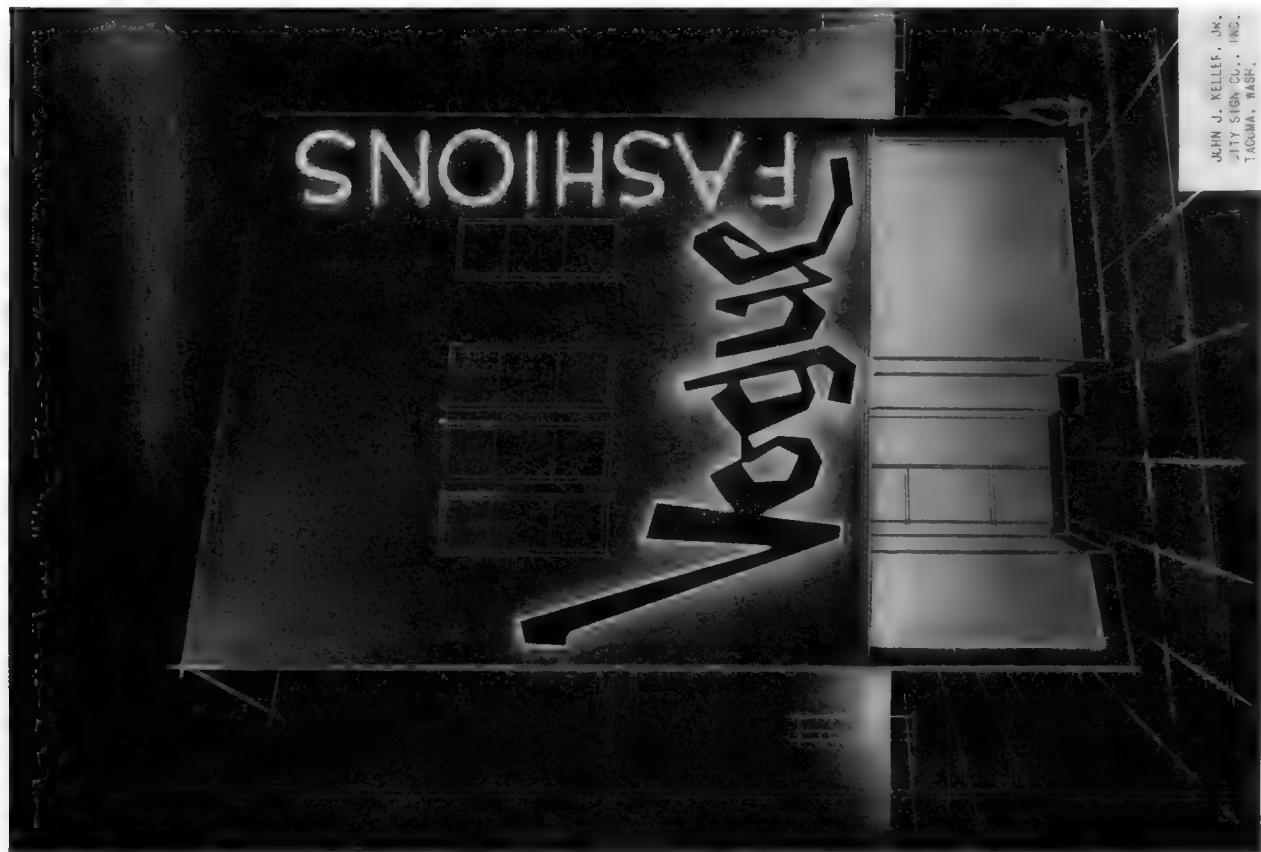


HARRY H. WILSON
NEON PRODUCTS OF
CANADA LTD.
VANCOUVER, B.C., CAN



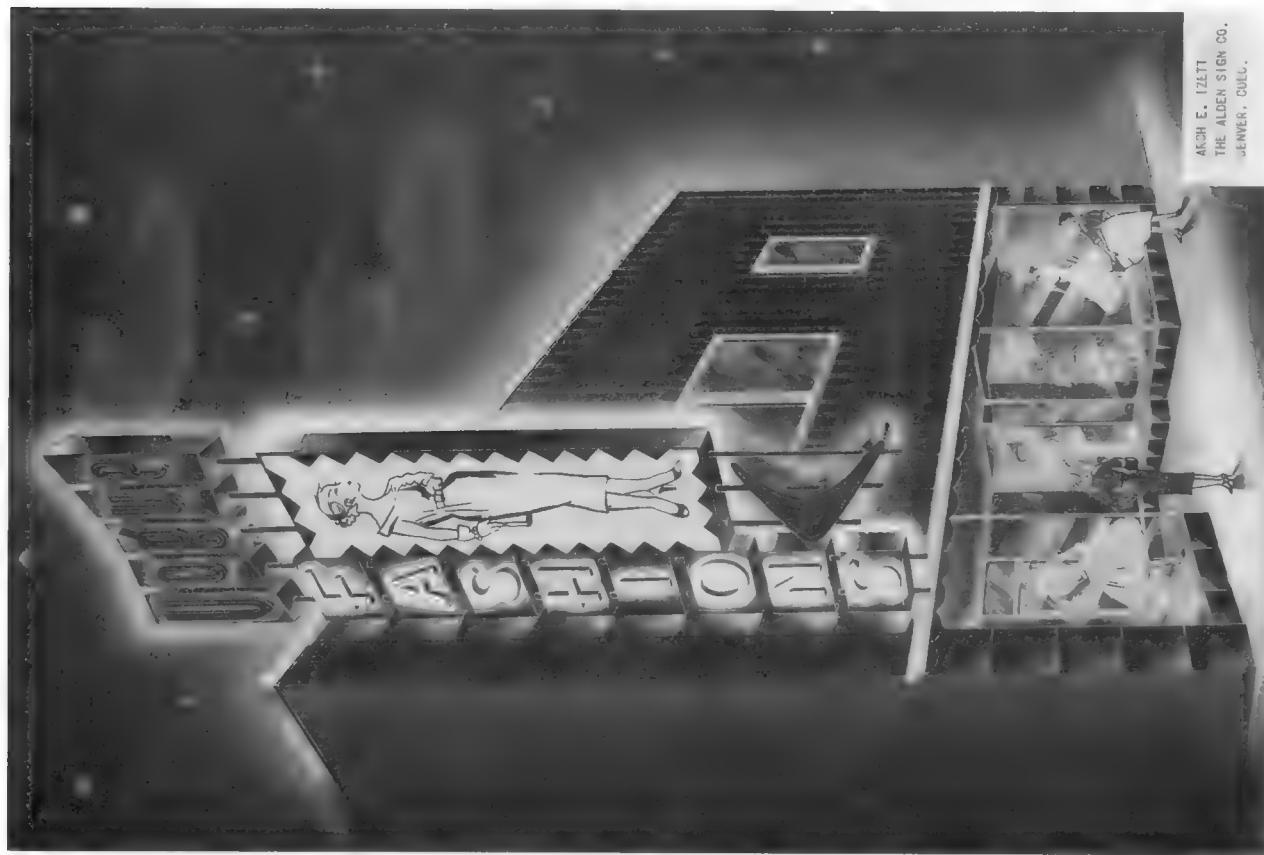


THOMAS W. FLING
THADDELL SIGN CO.
KENNETT SQUARE,
PA.



JOHN J. KELLEHER, JR.,
CITY SIGN CO., INC.,
TACOMA, WASH.

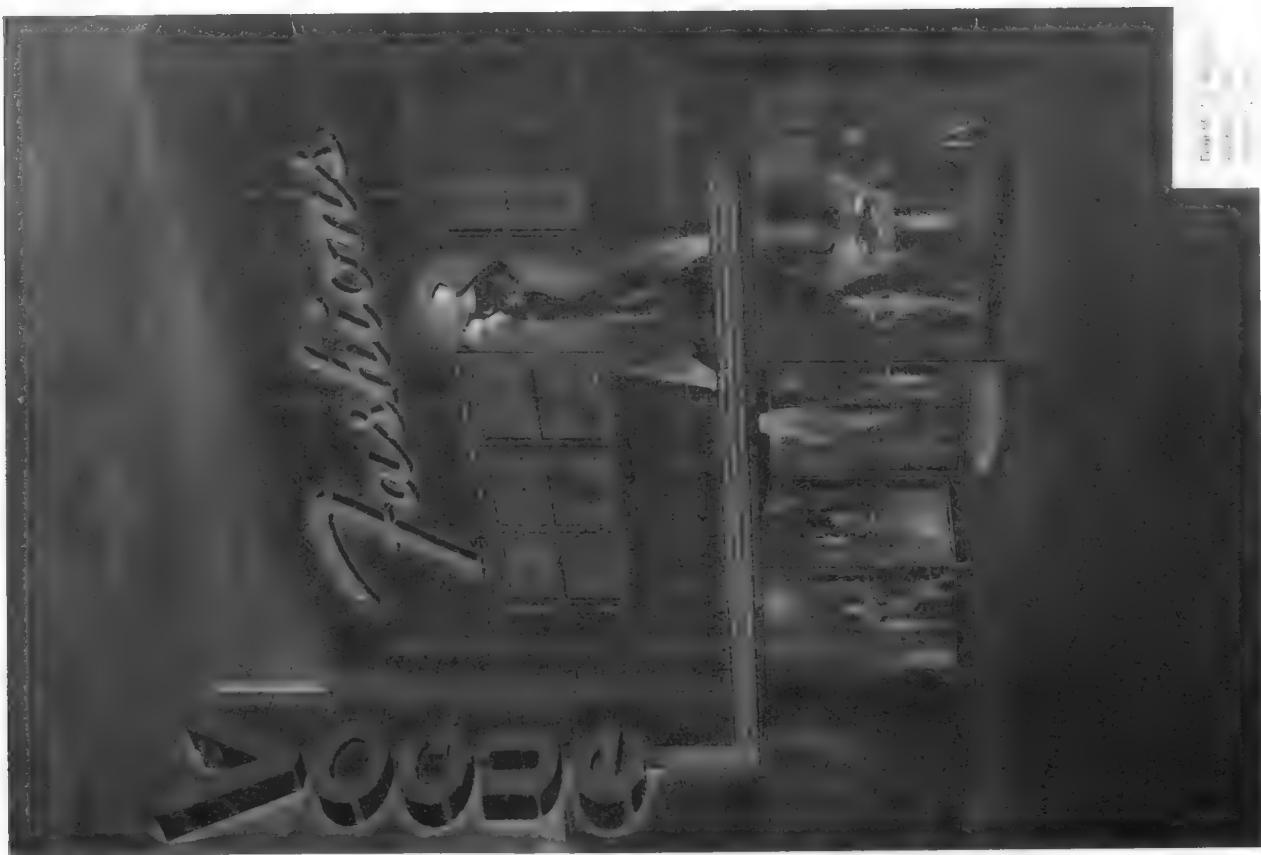




JACK E. IZETTI
THE ALDEN SIGN CO.
JEROME, IDAHO.



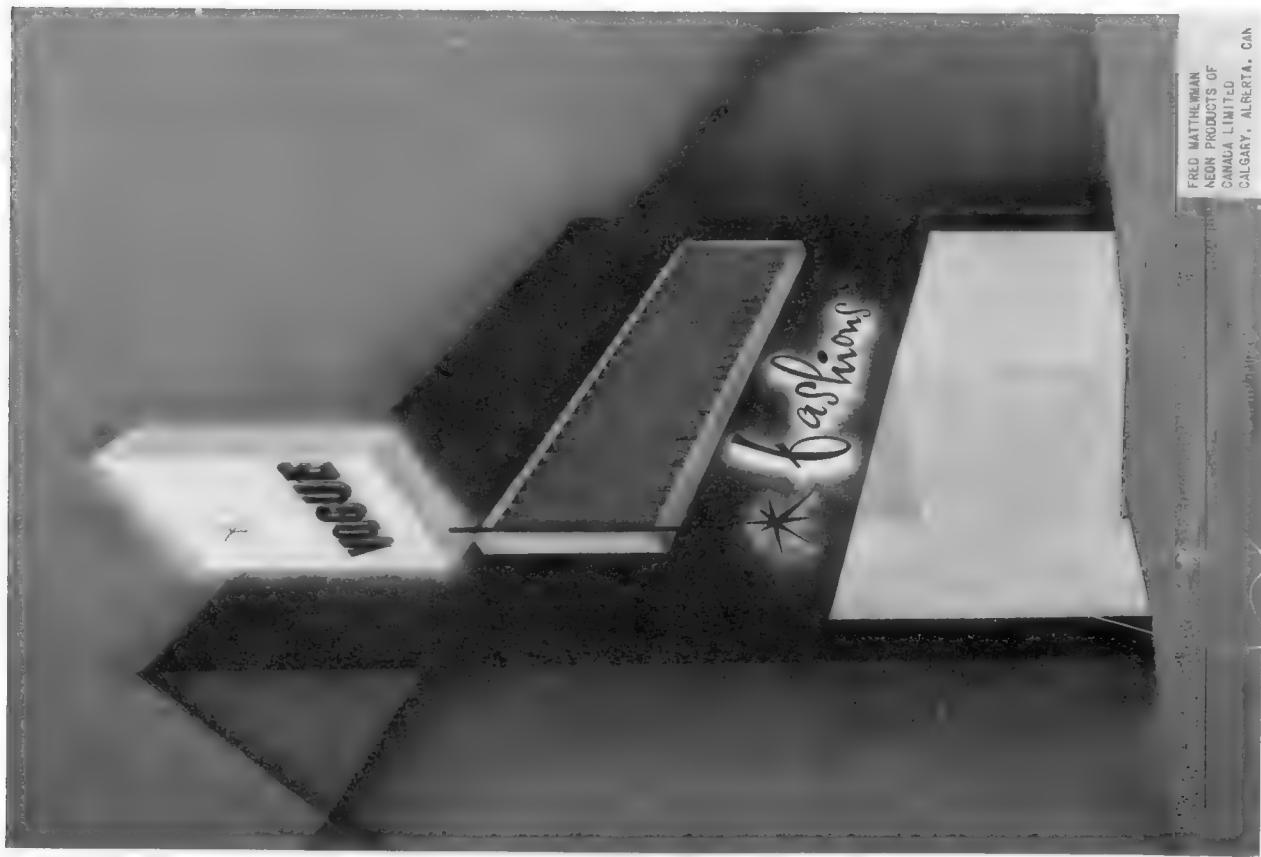
JACK H. BARNES
YUCCA ELECTRIC
COMPANY
SALT LAKE CITY, UTAH.



Figs. 10
11



Figs. 12
13



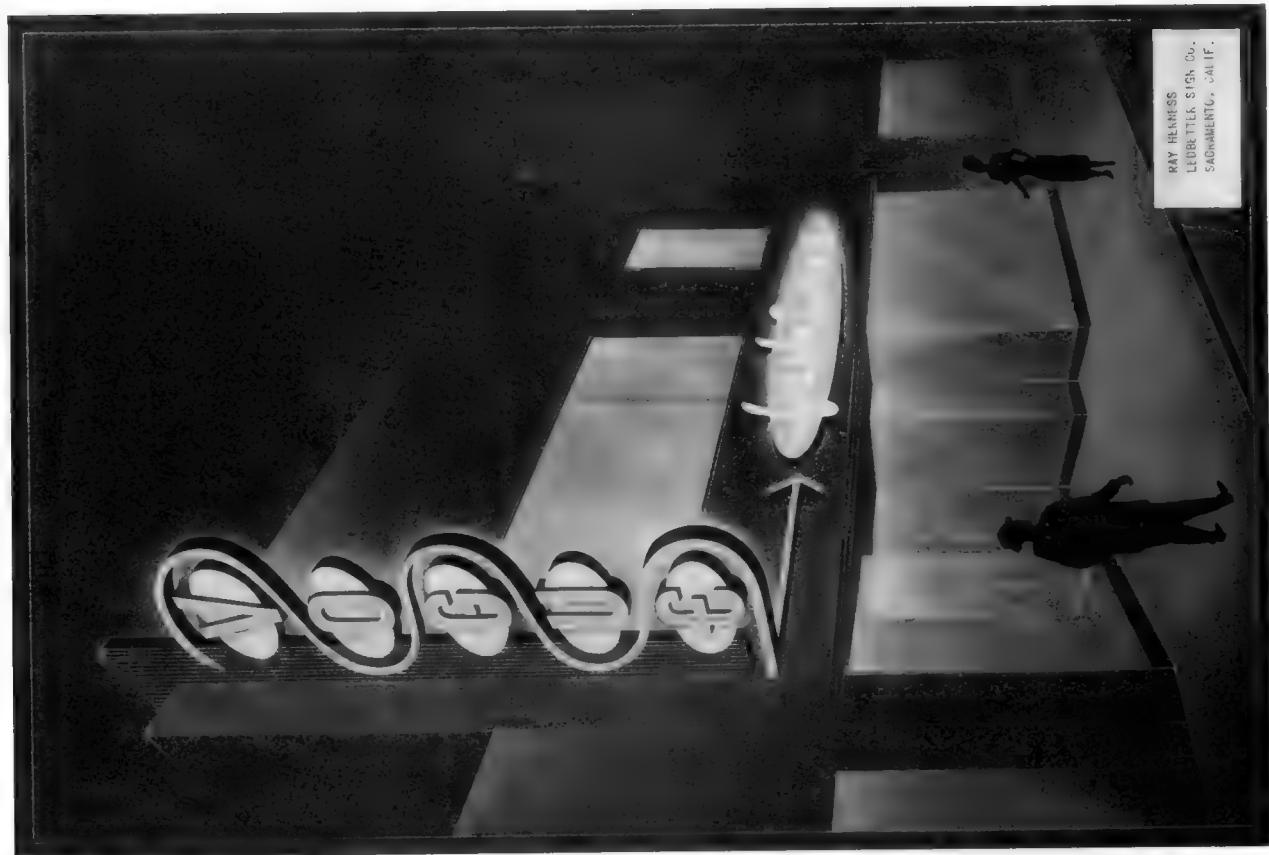
FRED MATTHEMAN
NEON PRODUCTS OF
CANADA LIMITED
CALGARY, ALBERTA, CAN



JIMIE CRUFT
GENERAL NEON ADV. CO
SAN ANTONIO, TEXAS



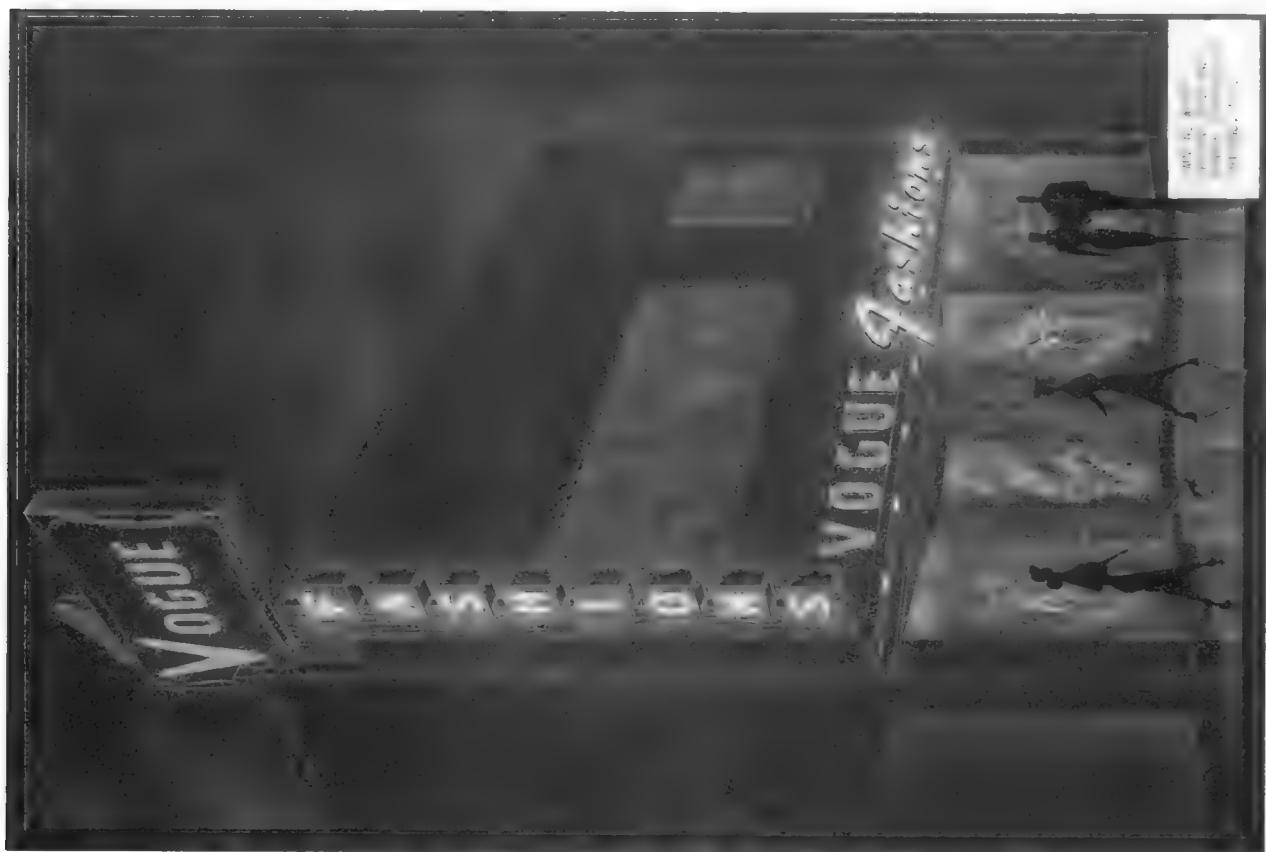


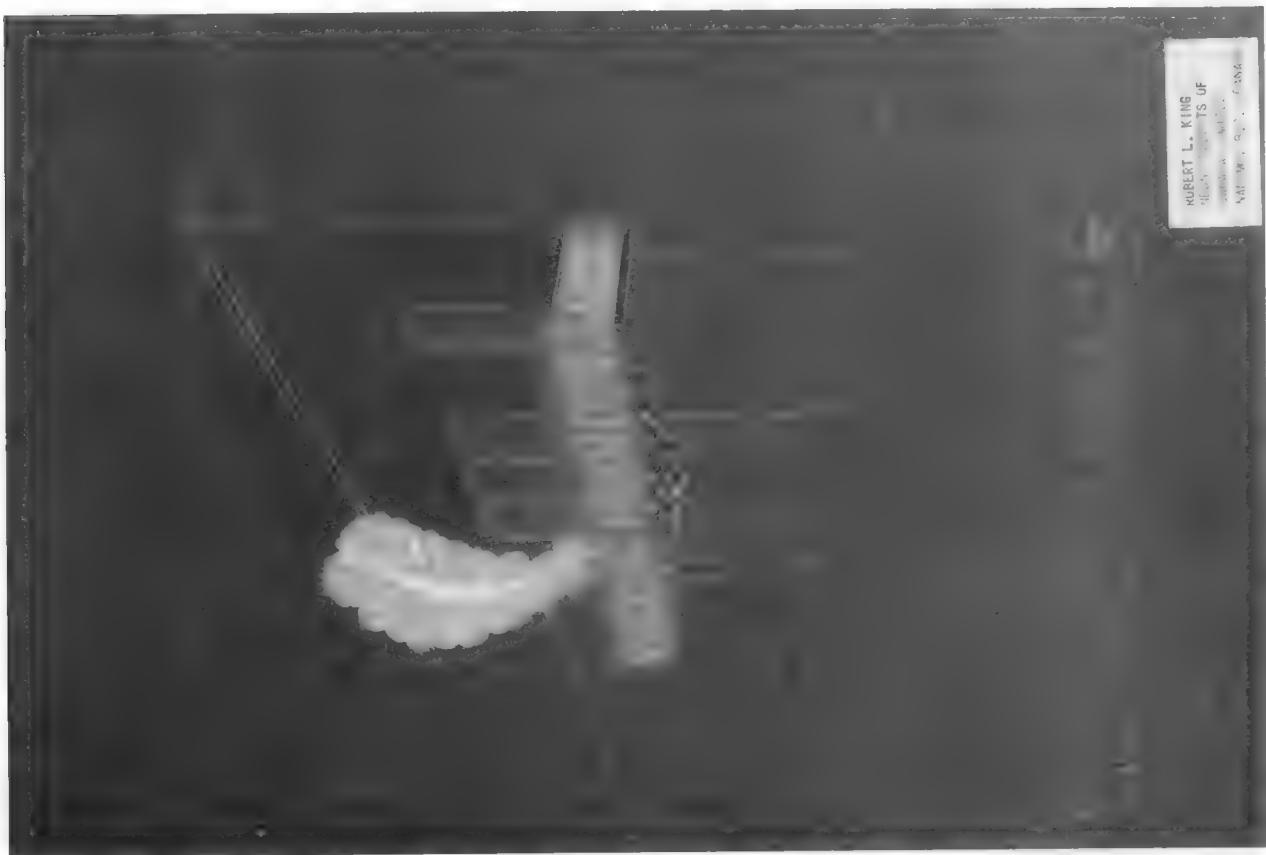


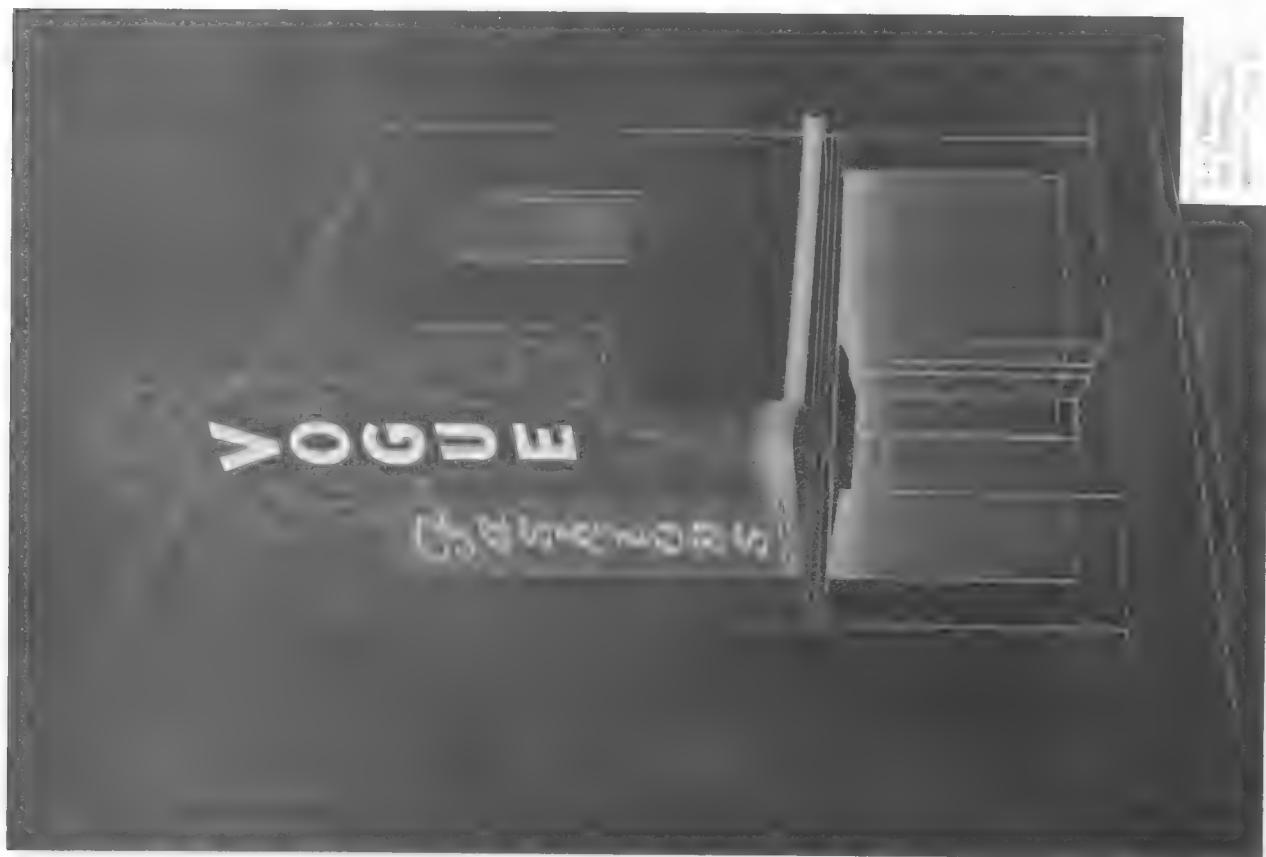
RAY HERMSS
LEDETTIC SIGN CO.
SACRAMENTO, CALIF.

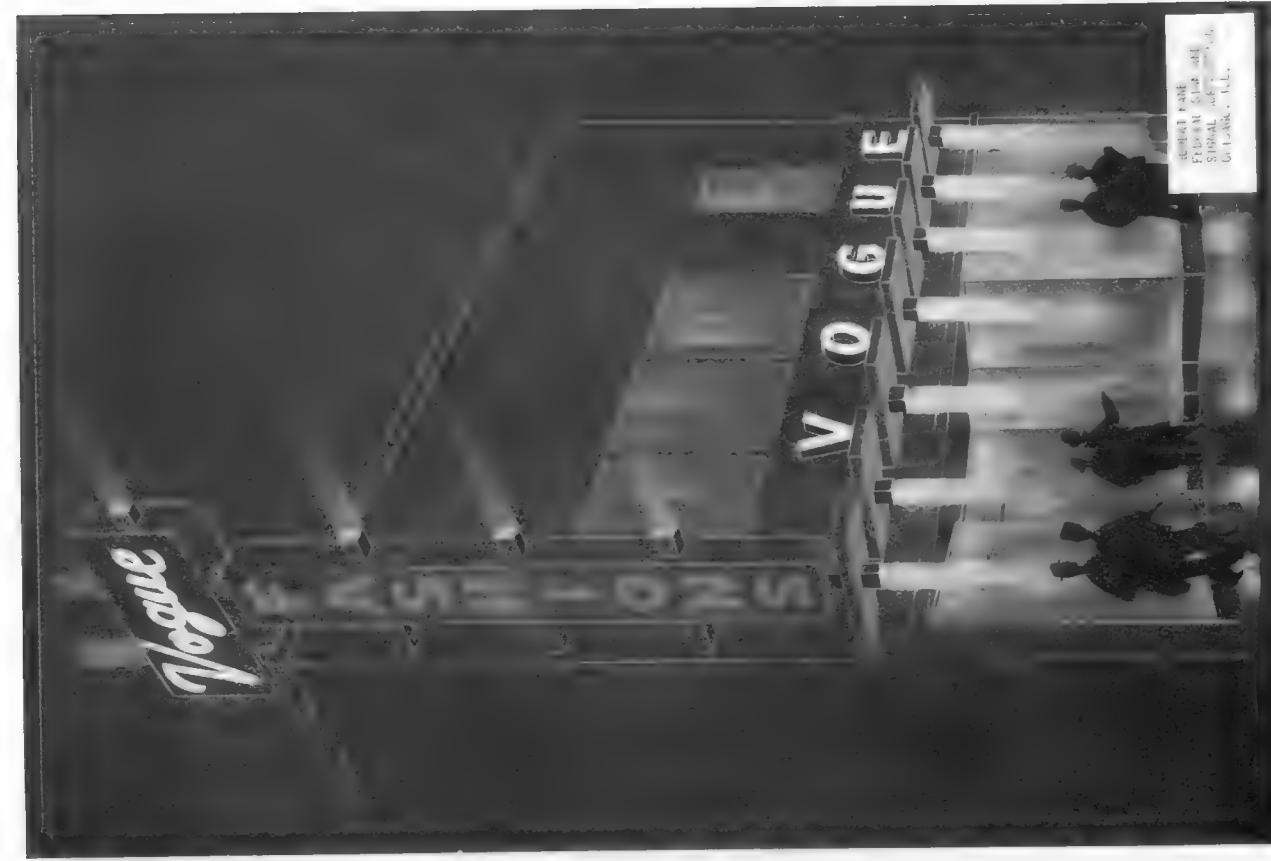


GEORGE DENNIS
ADVANCE UNION SIGN CO.
LOS ANGELES, CALIF.







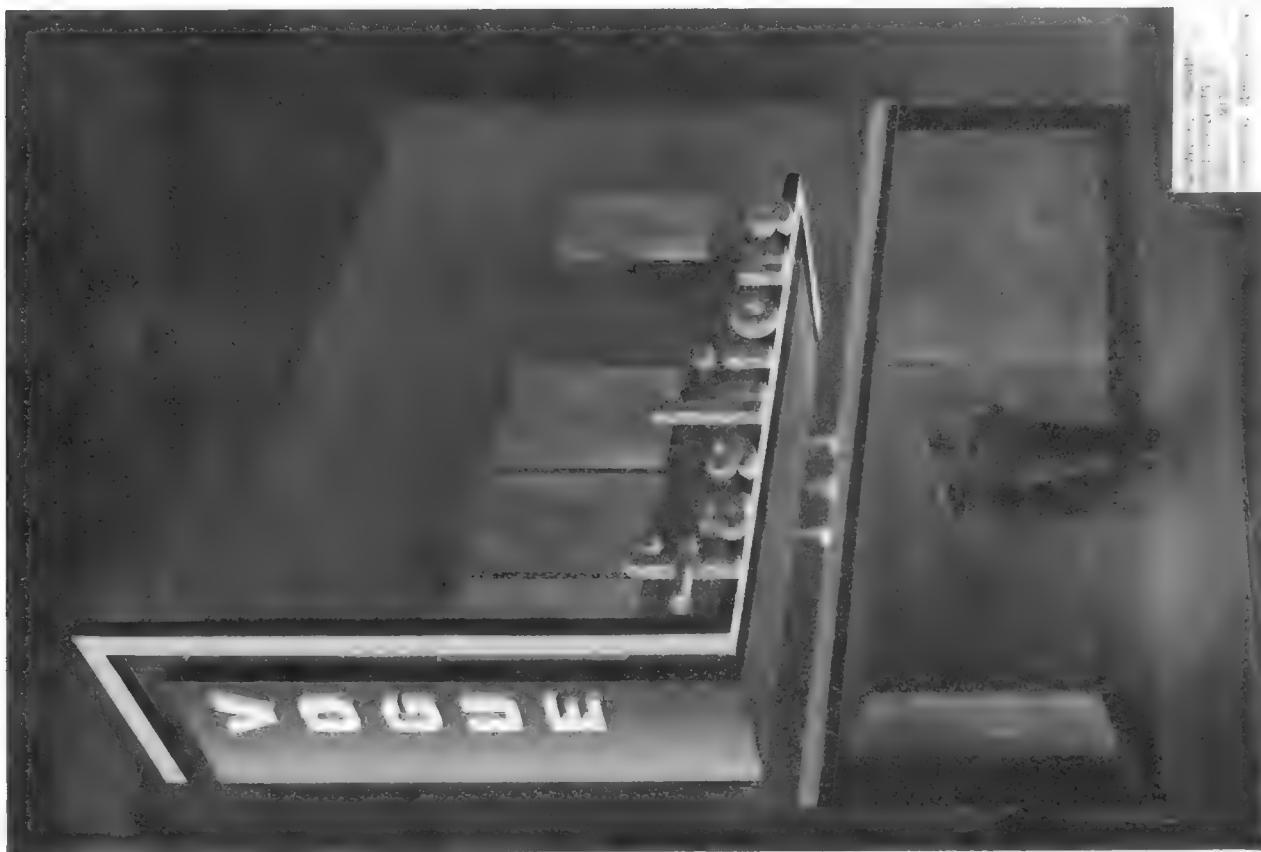


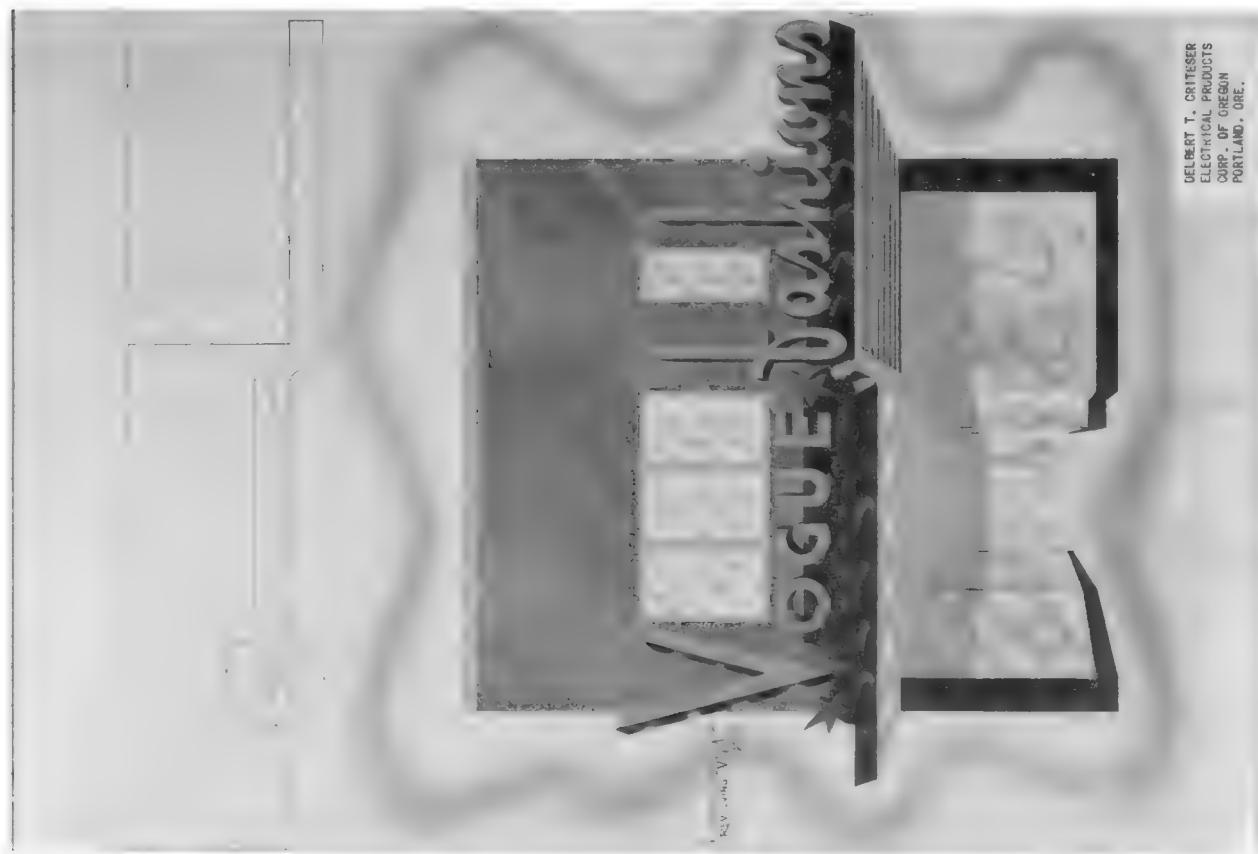


HAROLD TREADWELL
WILLIAMS BROTHERS, INC.
Spokane, Wash.

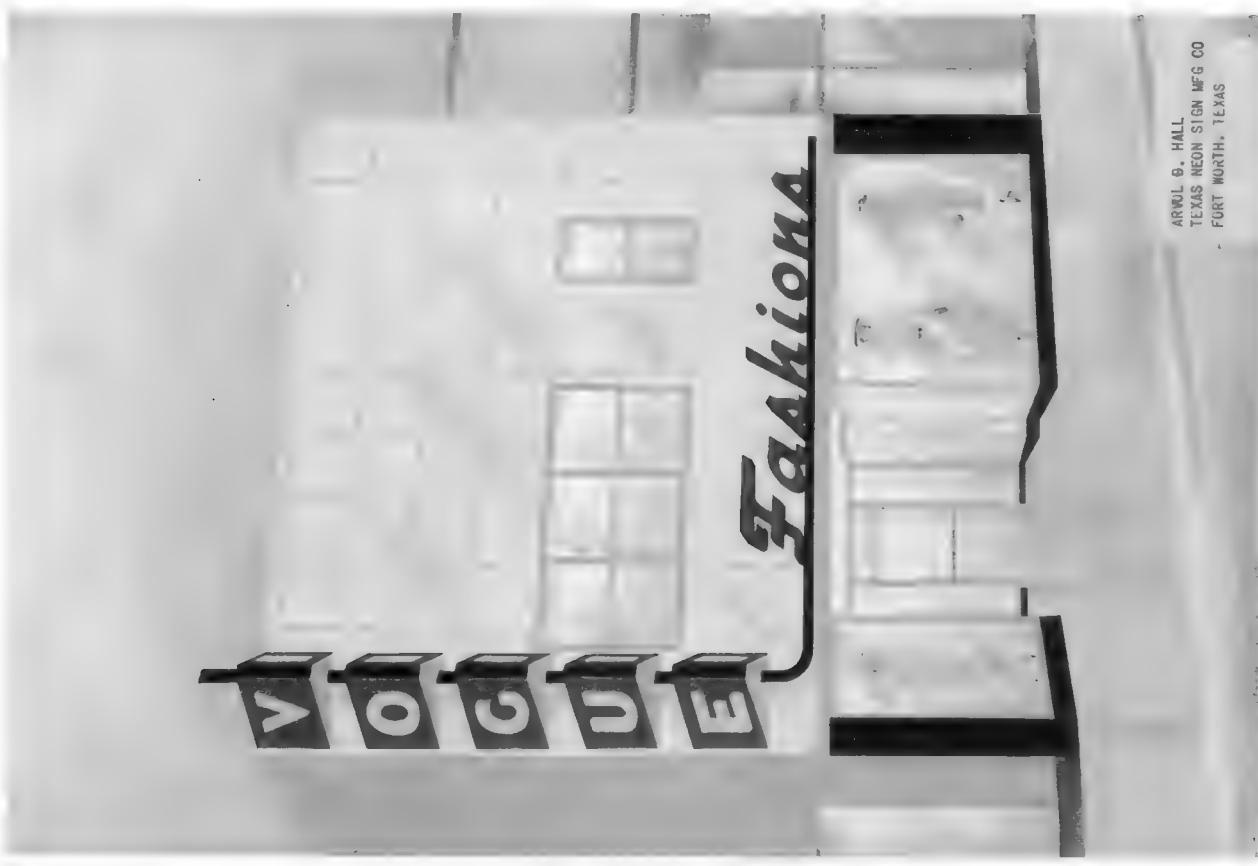
218 - 1/2 K. 2nd Ave
Spokane, Wash.
Phone 7-7111







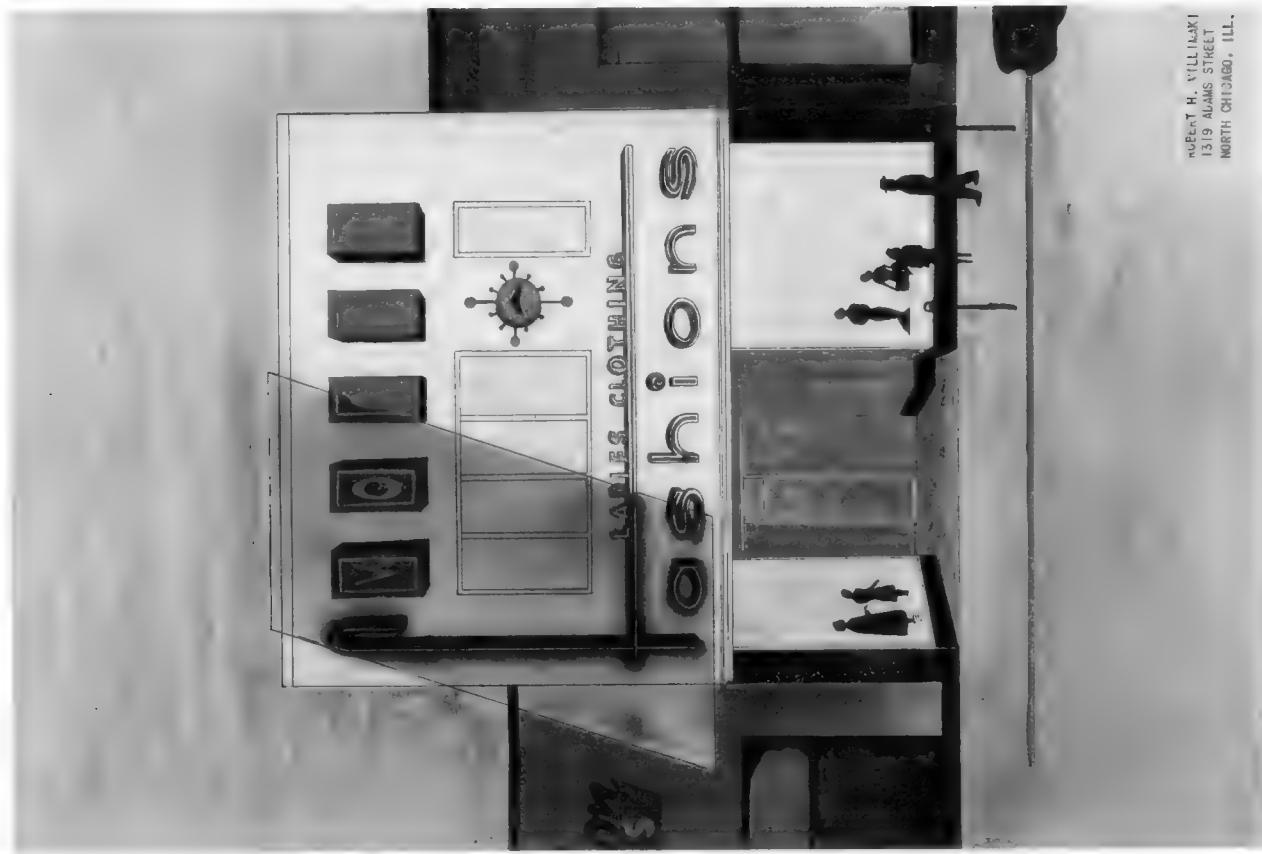
DELBERT T. CRUTESER
ELECTRICAL PRODUCTS
CORP., OF OREGON
PORTLAND, ORE.



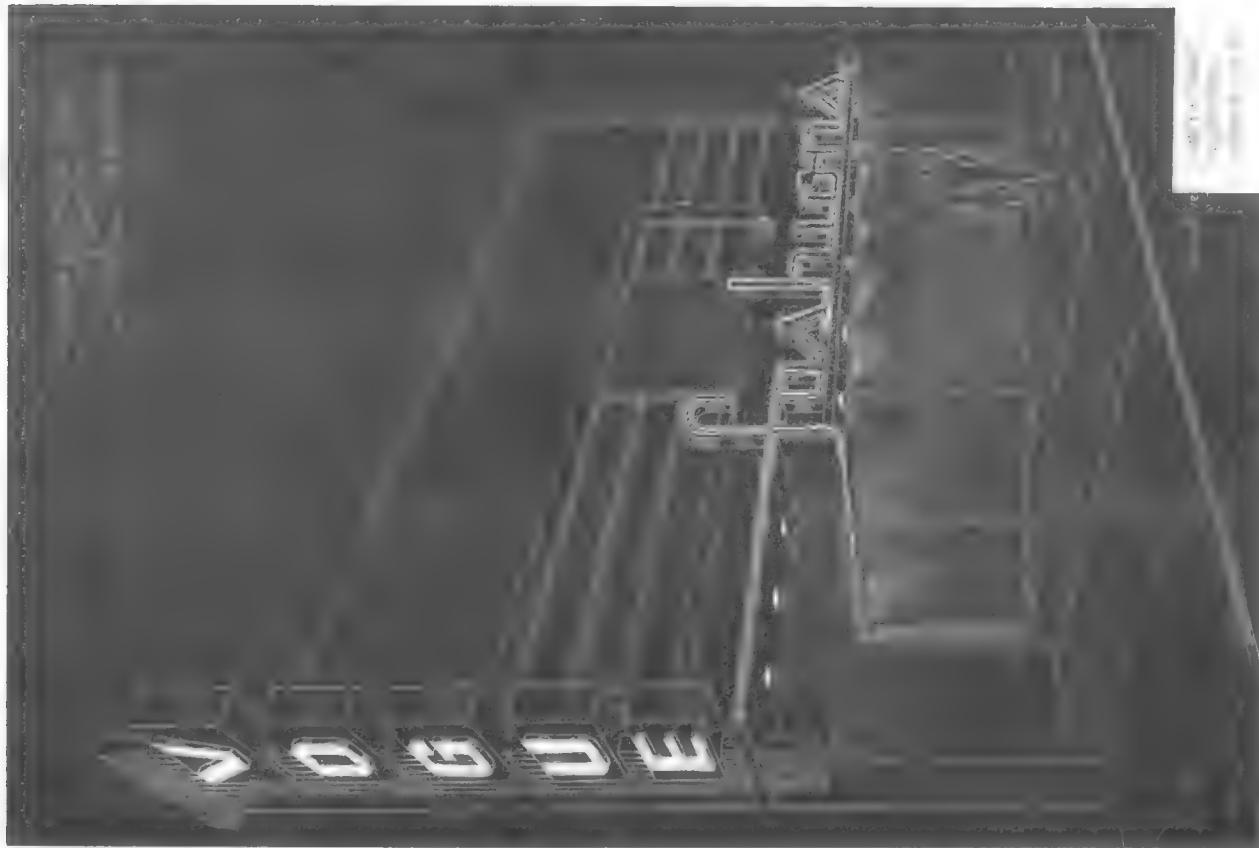
ARNUL B. HALL
TEXAS NEON SIGN MFG CO
FORT WORTH, TEXAS

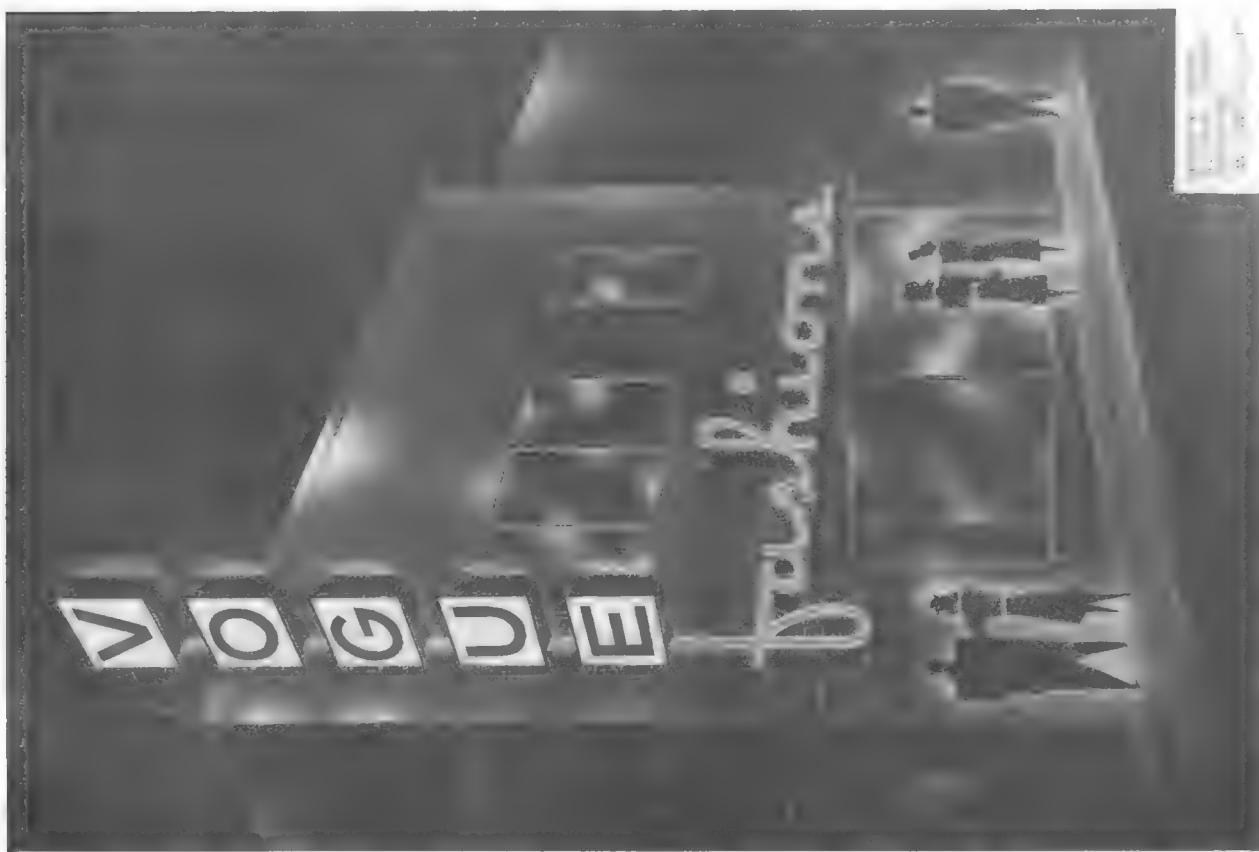


DESMOND H. BECH
GORDON NEON CO.
DENVER, COLOR.



ROBERT H. VILLIAMI
1319 ALAMO STREET
NORTH CHICAGO, ILL.







HUGH W. LOK
ELECTRICAL PRODUCTS
CORPORATION
SAN FRANCISCO, CAL.



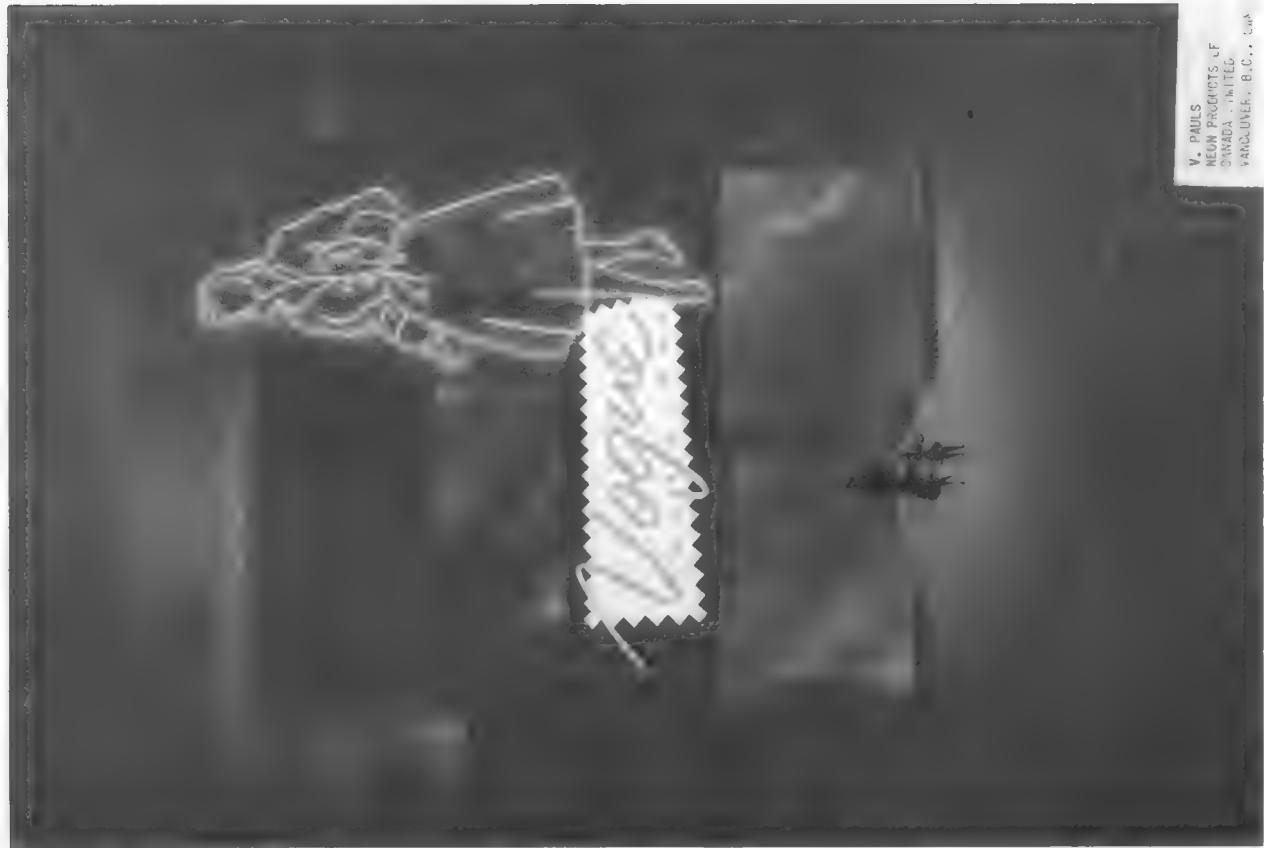
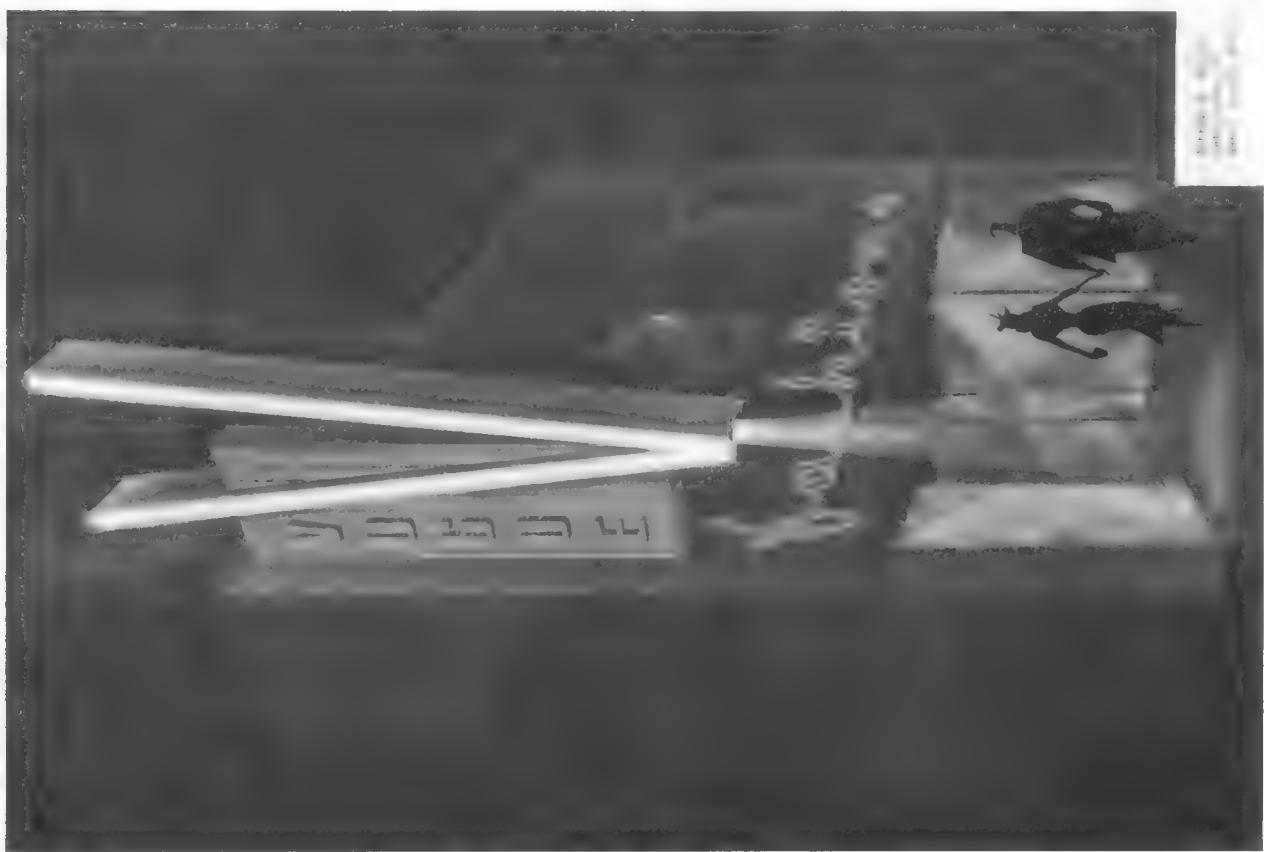
PAT DAYTON
NEON PRODUCTS OF
CANADA LTD.
VANCOUVER, B.C., CAN



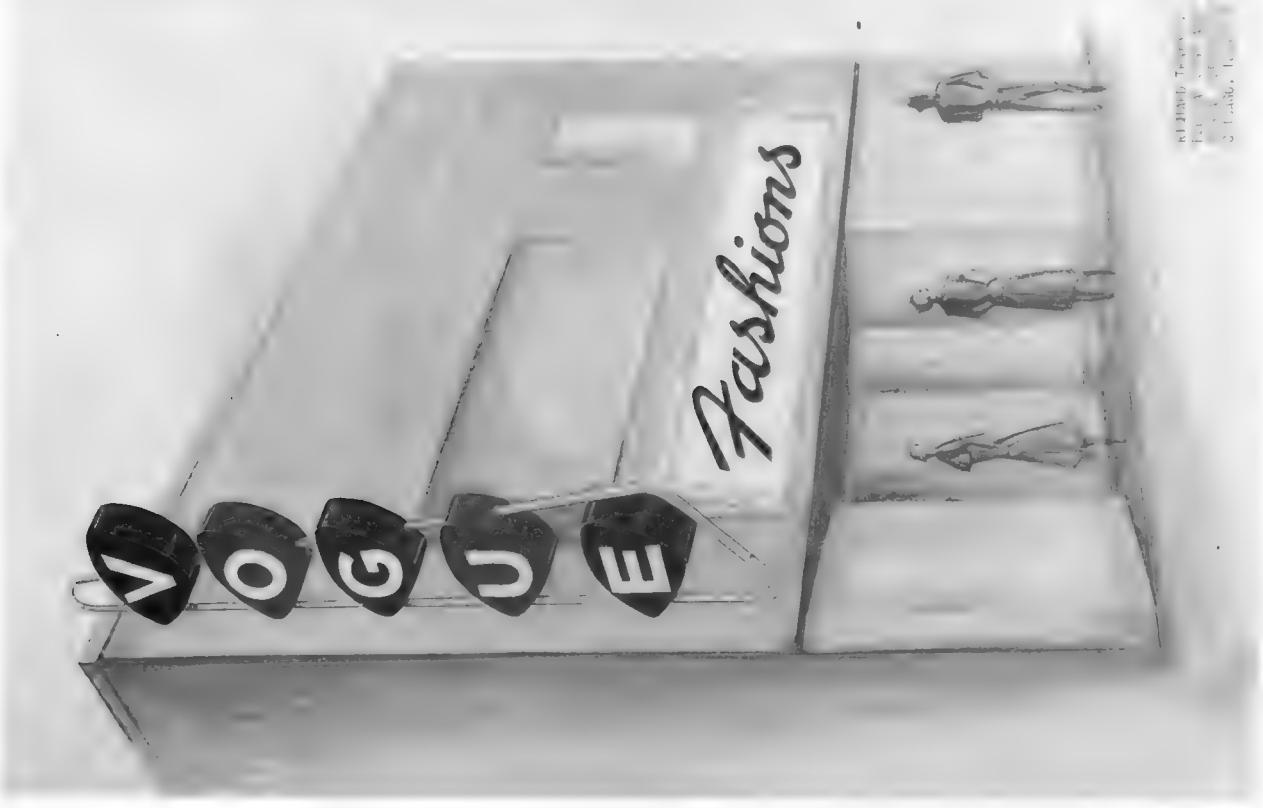
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ELECTRICAL PRODUCTS
DAFF, DE, U.S.A.
FRUITLAND, U.R.



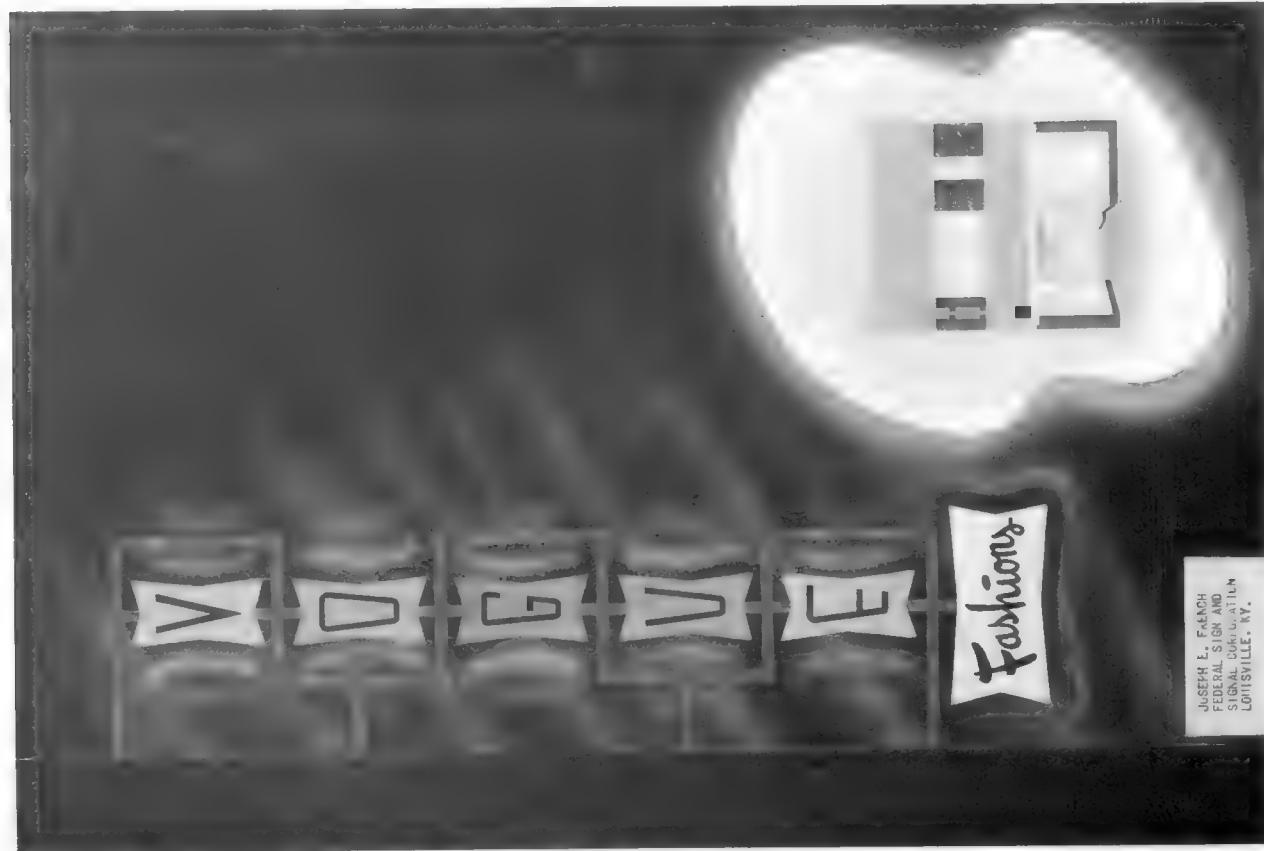
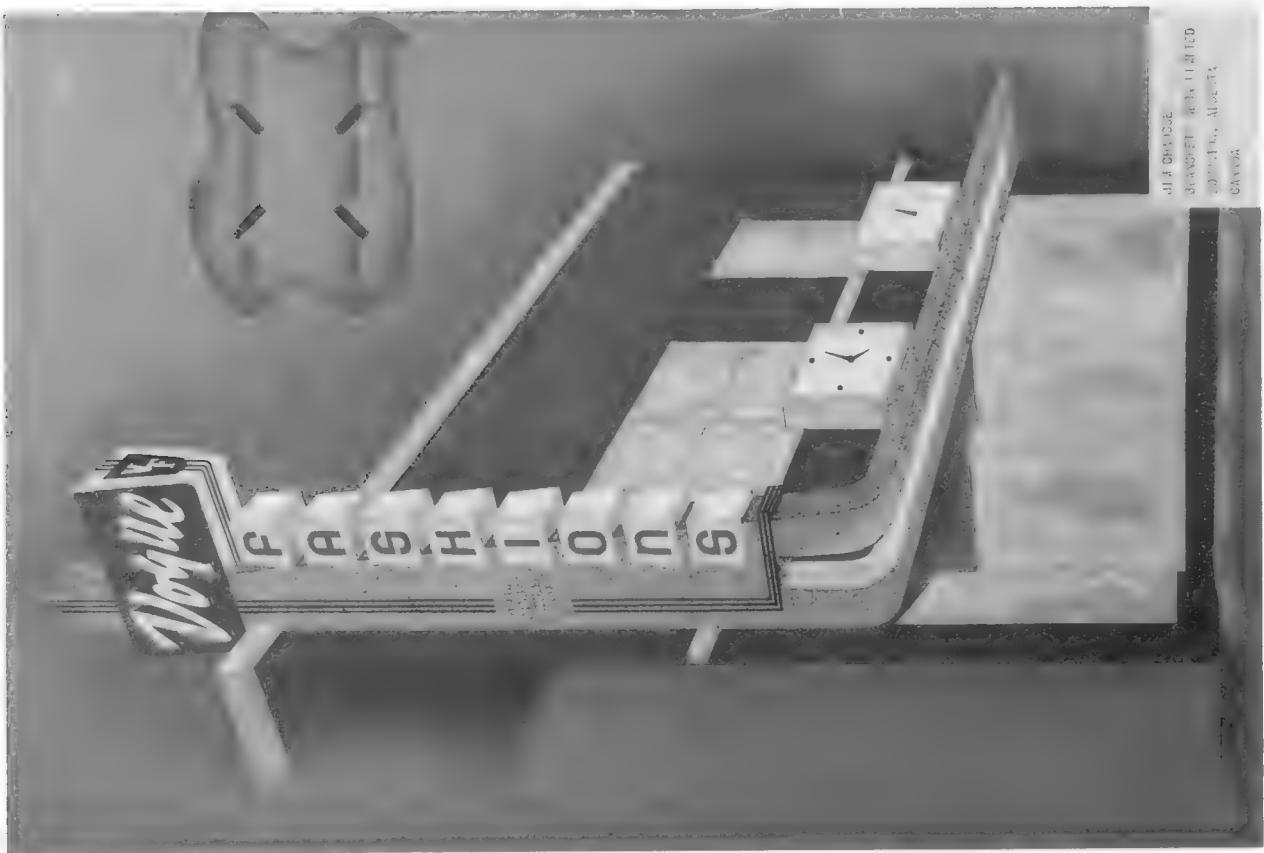
IGOR STOCHABEFF
ELECTRICAL PRODUCTS
CLOVISATION
SAN FRANCISCO, CAL.



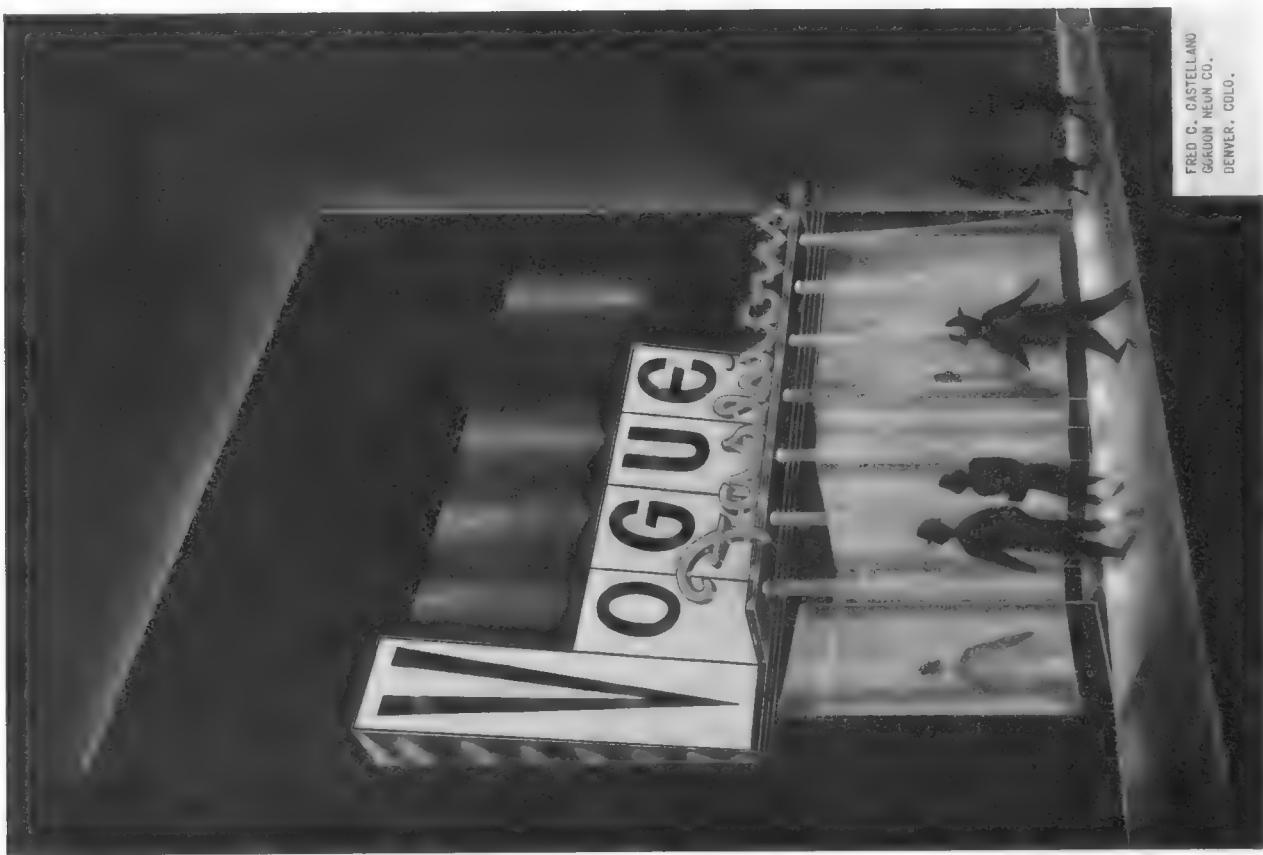
V. PAULS
NEON PRODUCTS OF
CANADA LTD.
VANCOUVER, B.C., CANADA



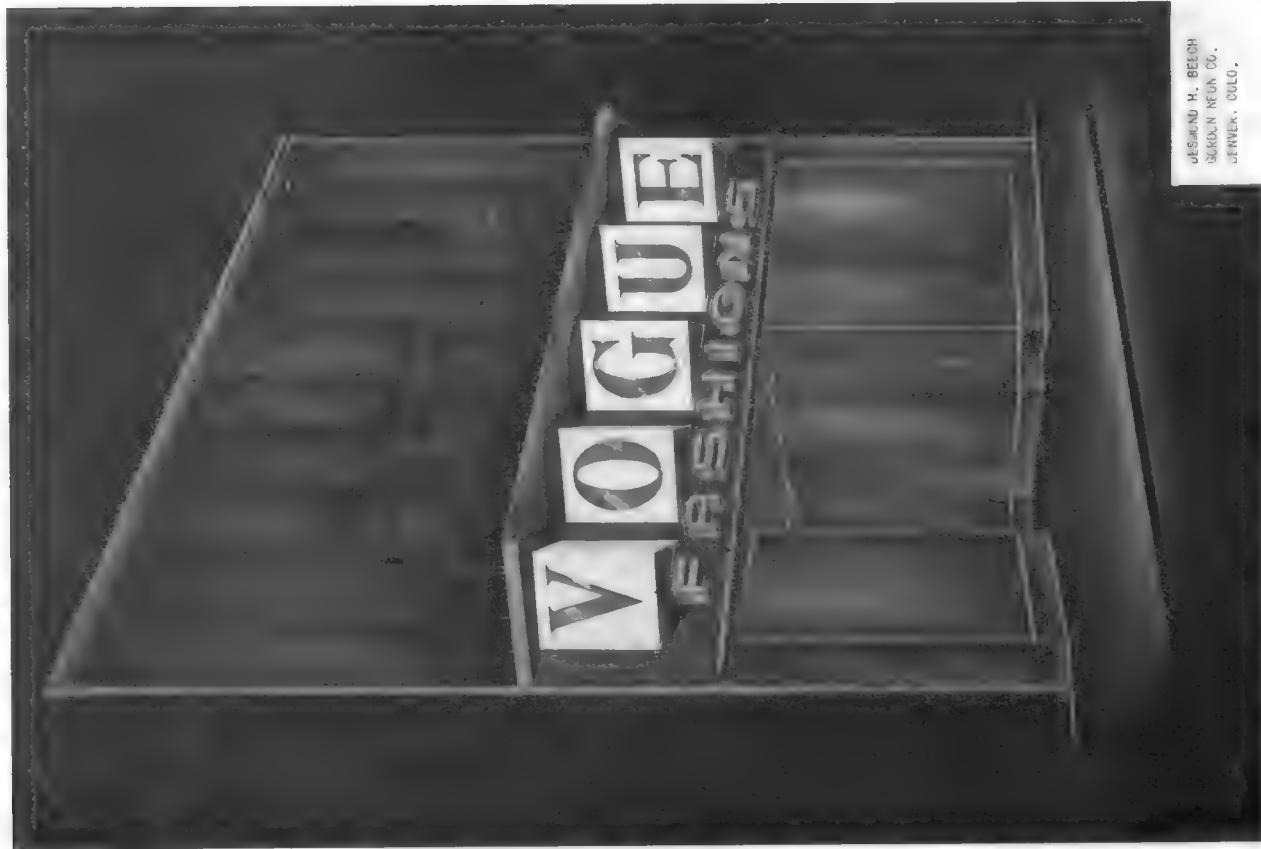
STAN WALSH
OUTDOOR NEON DISPLAYS LTD.
D.I.V. OF NEON PROD. OF CAN.
TORONTO, ONT., CANADA







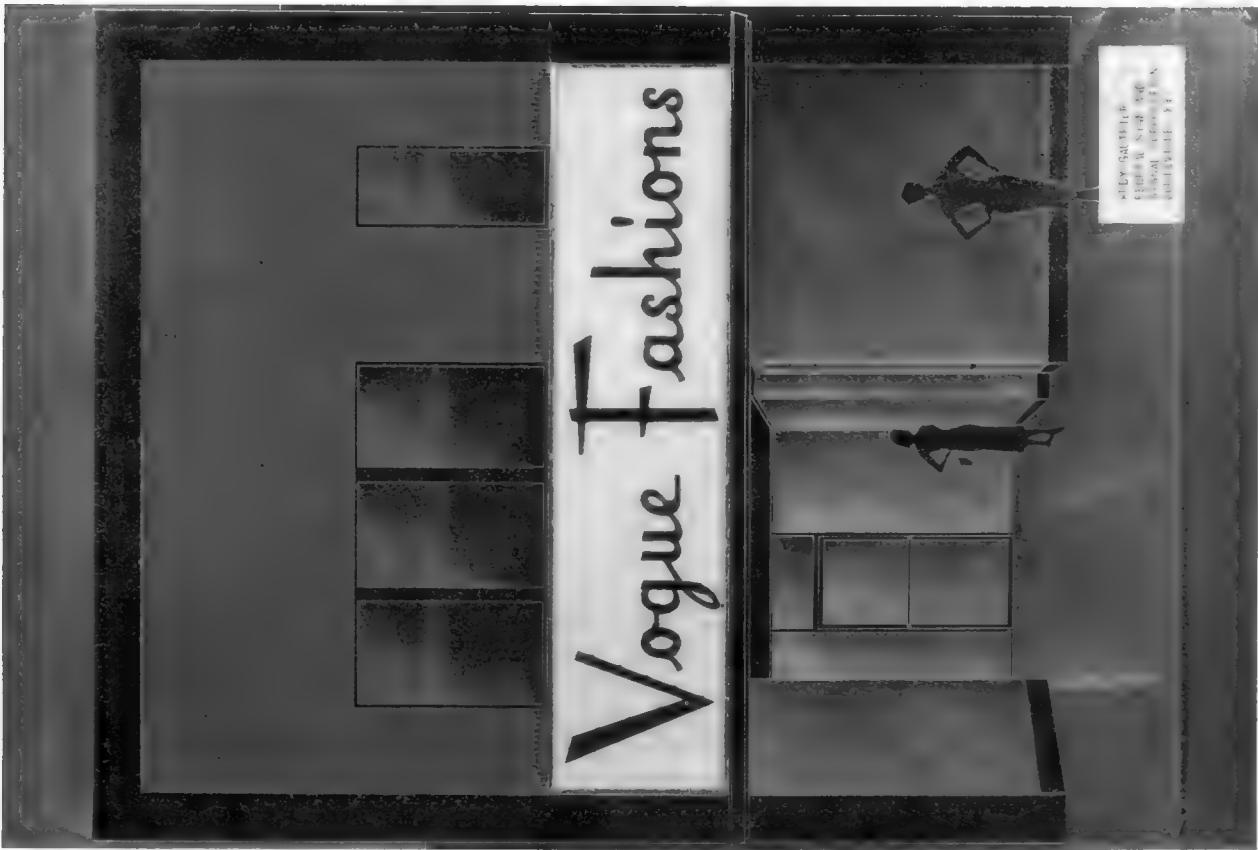
FRED C. CASTELLANO
GORDON NEUM CO.
DENVER, COLO.



JOSEPH H. BEIGH
GORDON NEUM CO.
DENVER, COLO.



ANTHONY MASTADNA
BELLON'S ELECTRIC SIGN CORP.
AGRON
20112



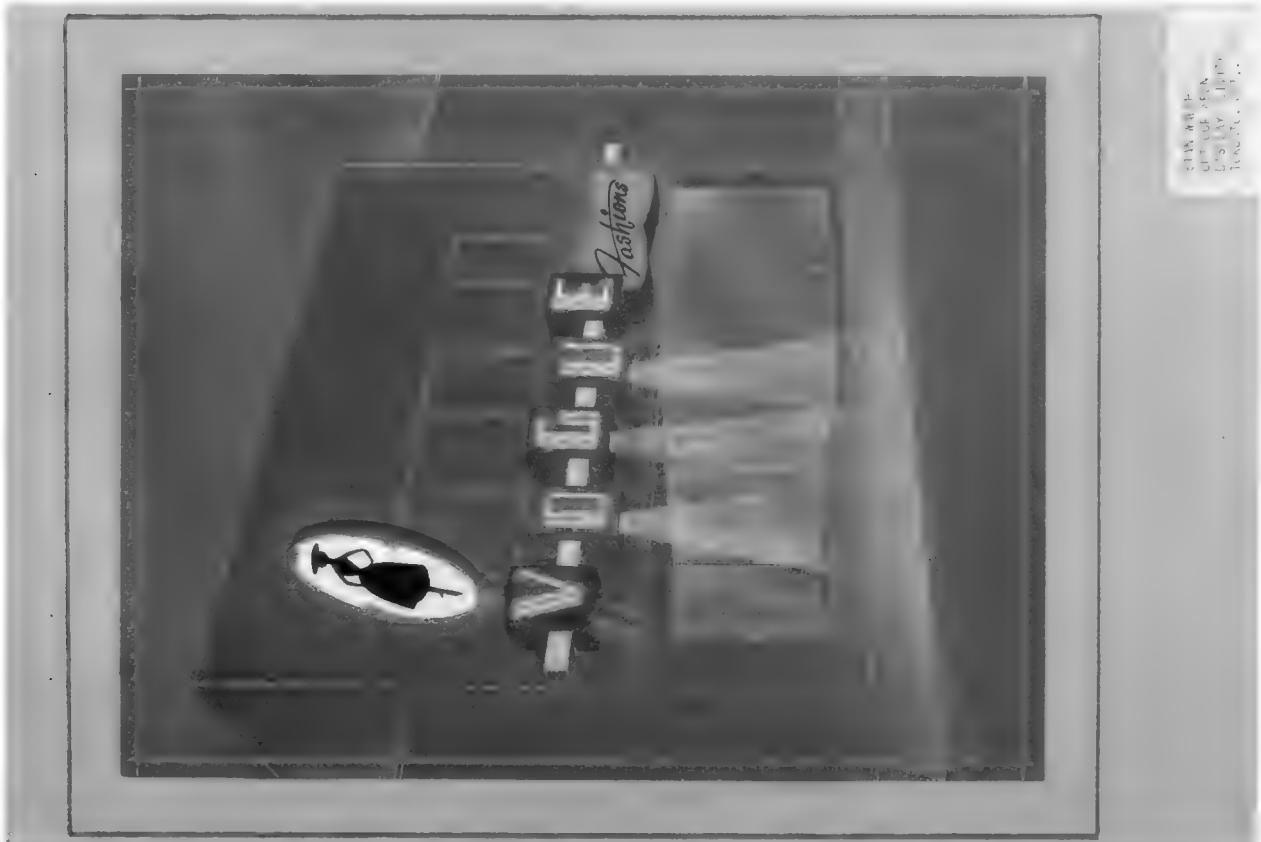
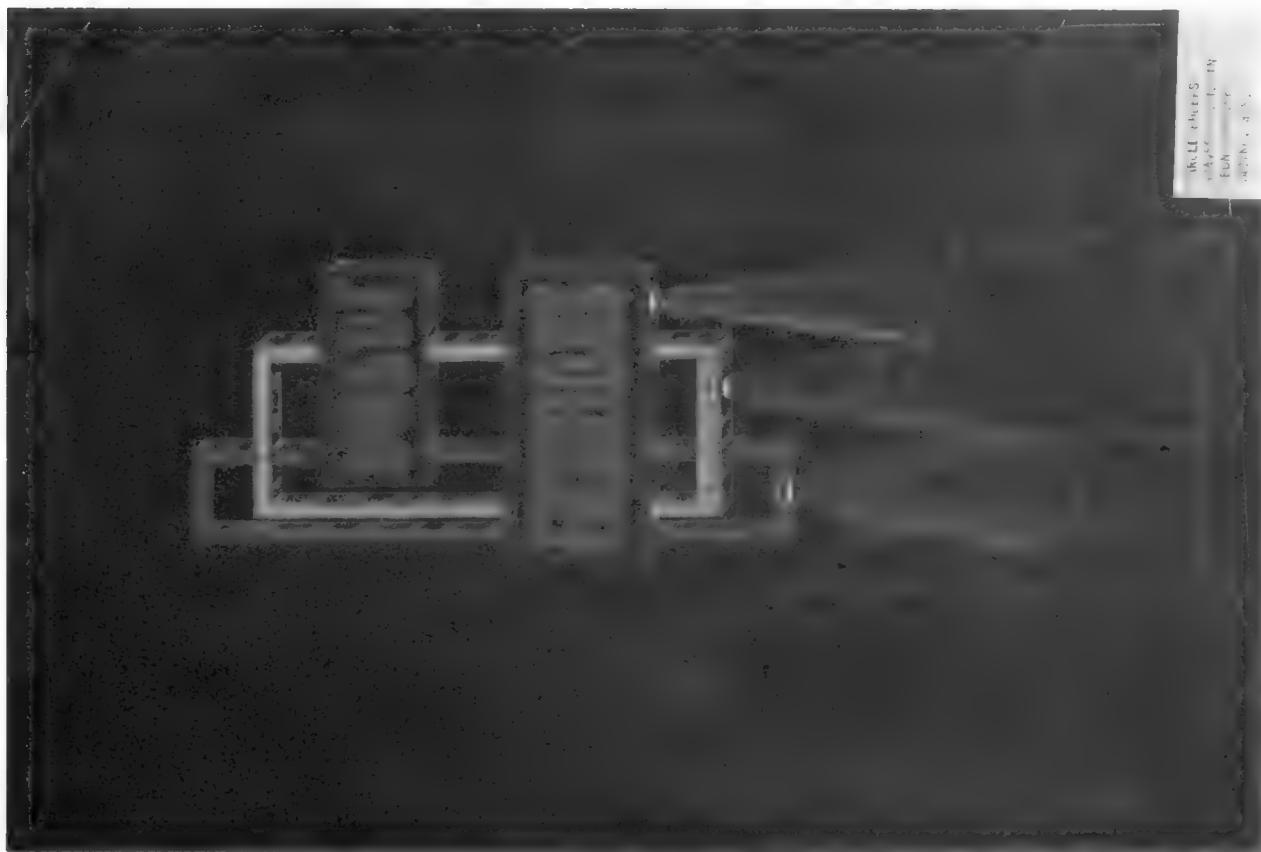
POLY SHIELD
COTTON SATEEN
LACE TRIM
BALLERINE SKIRT



ROBERT W. GLEIBERG
NEON & PRODUCTS OF
CANADA, LTD.

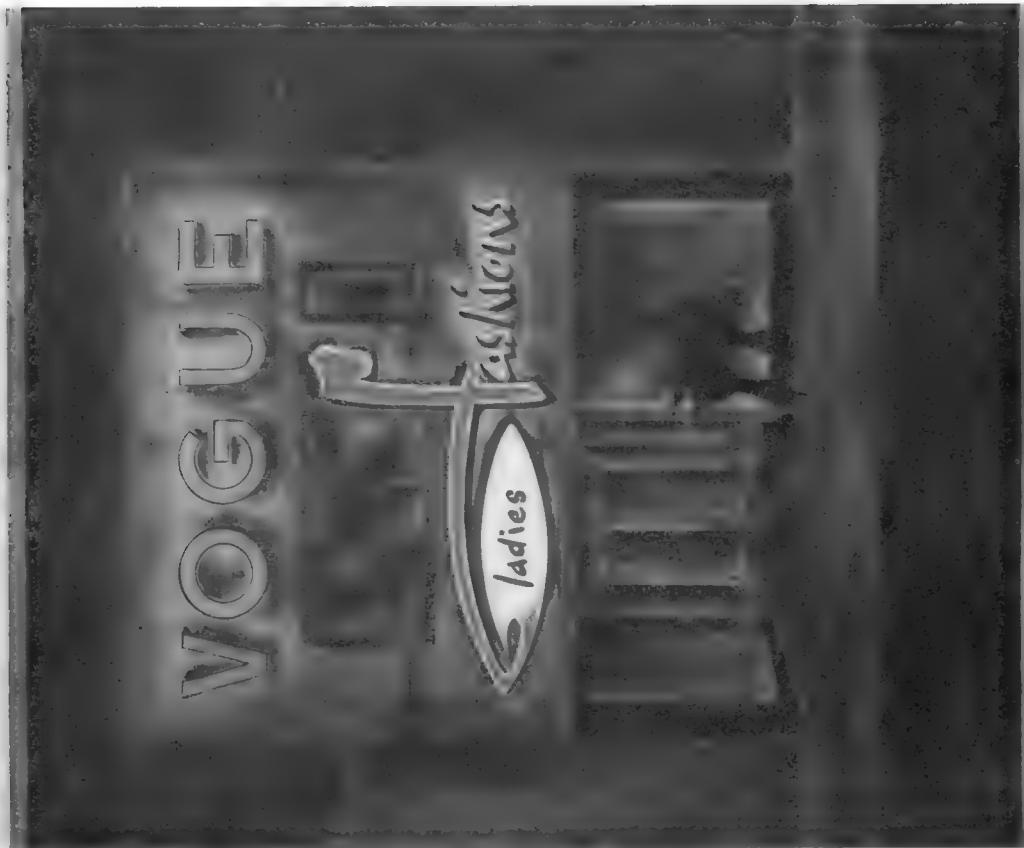


DELBERT T. BOYER
GOODYEAR TIRE AND
RUBBER COMPANY

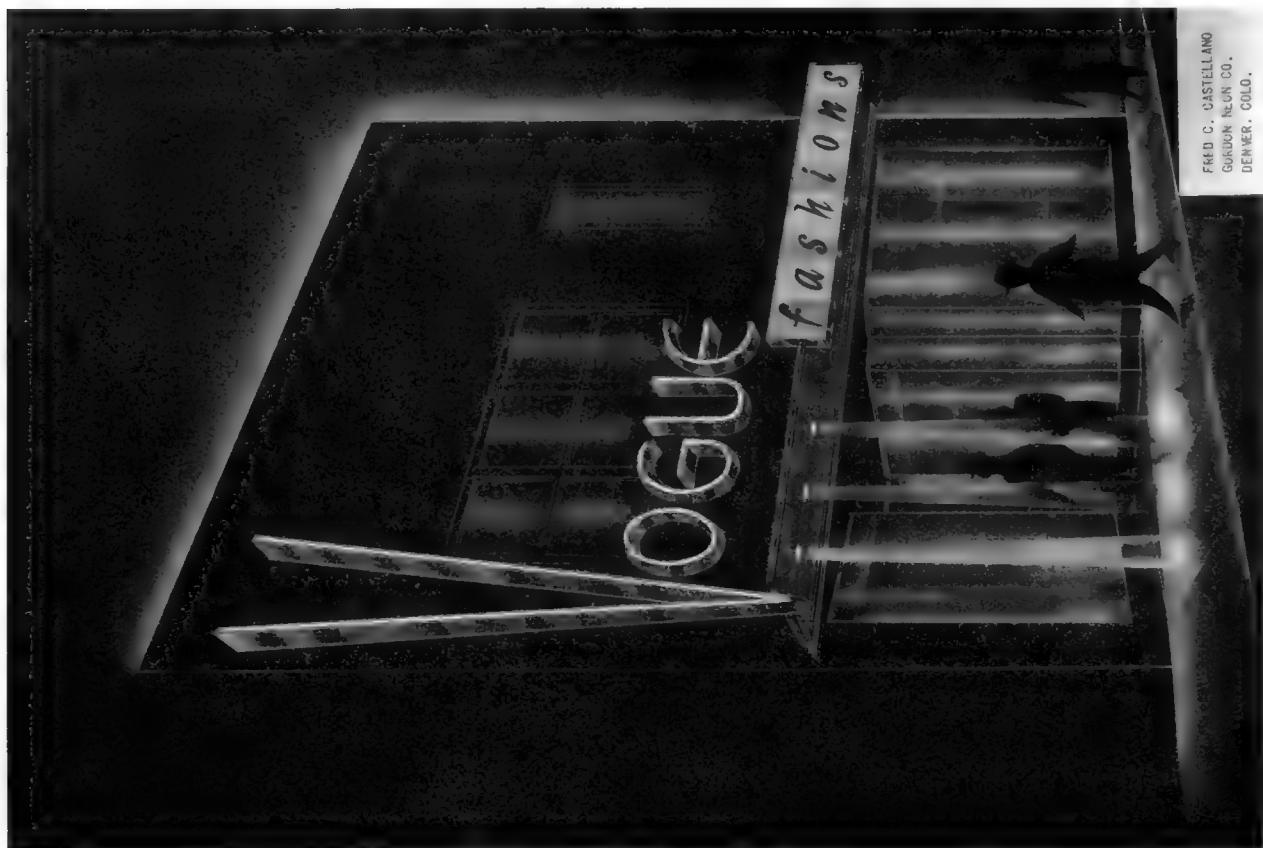




as Best, Inc.
Bellvue, Elkhorn,
St. Louis, Mo., U.S.A.
Akron, Ohio



FRED MITZEL
Electro-Matic Co., Inc.
Kalamazoo, Mich.



FRED C. CASTELLANO
GORDON NEON CO.
DENVER, COLO.



JAMES F. MCALPIN
DUNNELLON ELECTRIC
& MANUFACTURING CO.
BOSTON, MASS.

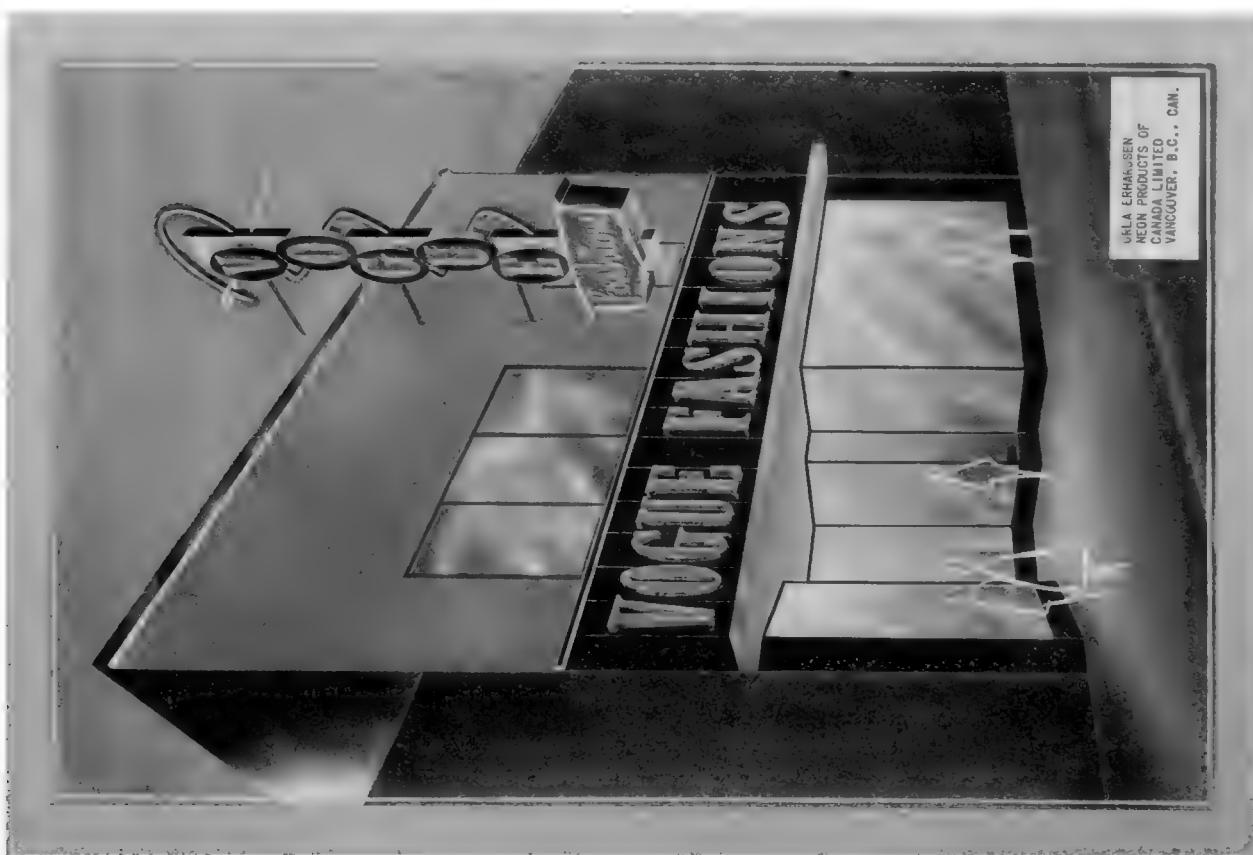


DESIGN H. BECH
GARDON NEON CO.
DENVER, COLO.

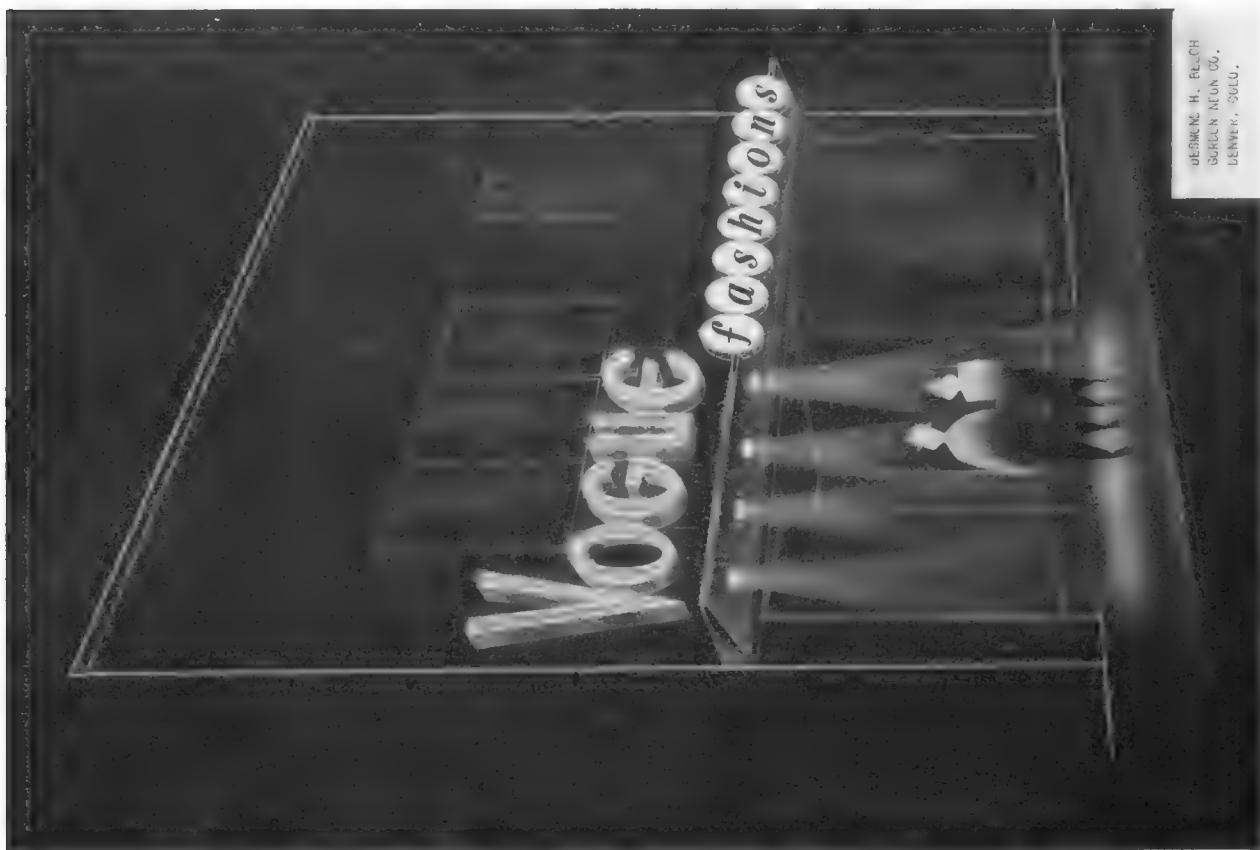


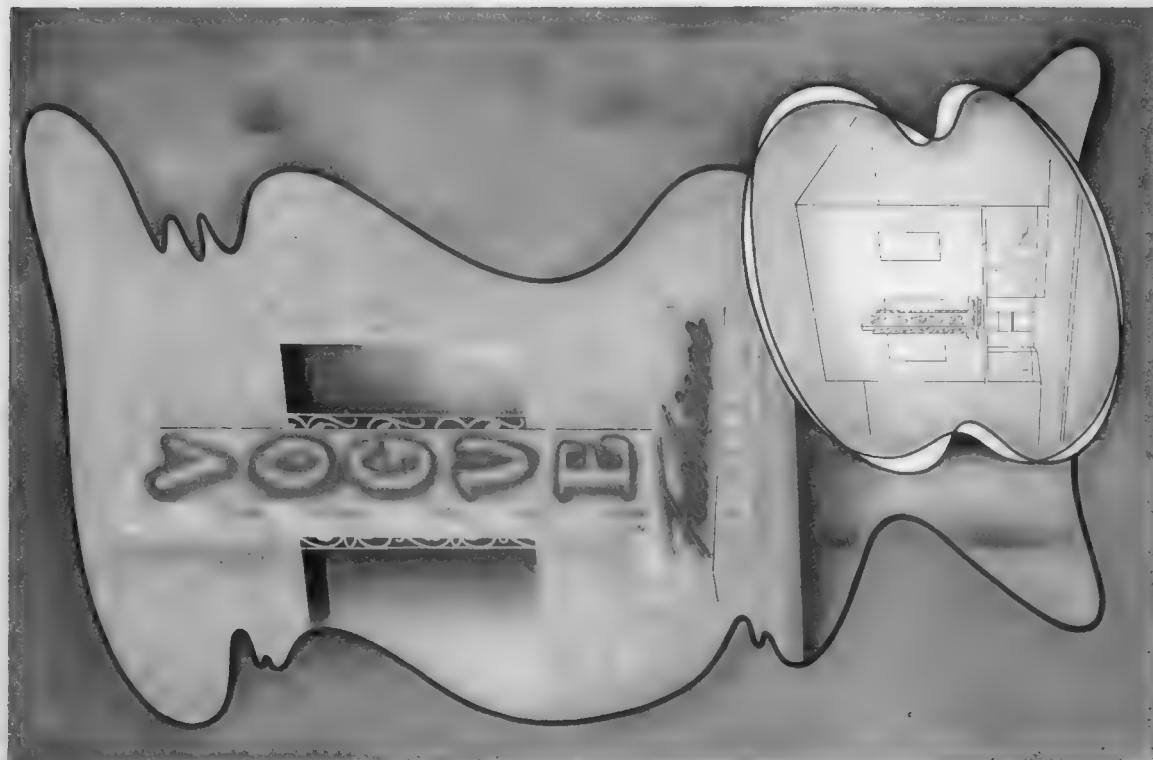
WILLIAM MC CLURG
70 SANDERS DRIVE
FLORENCE
CENTRAL 4-7111











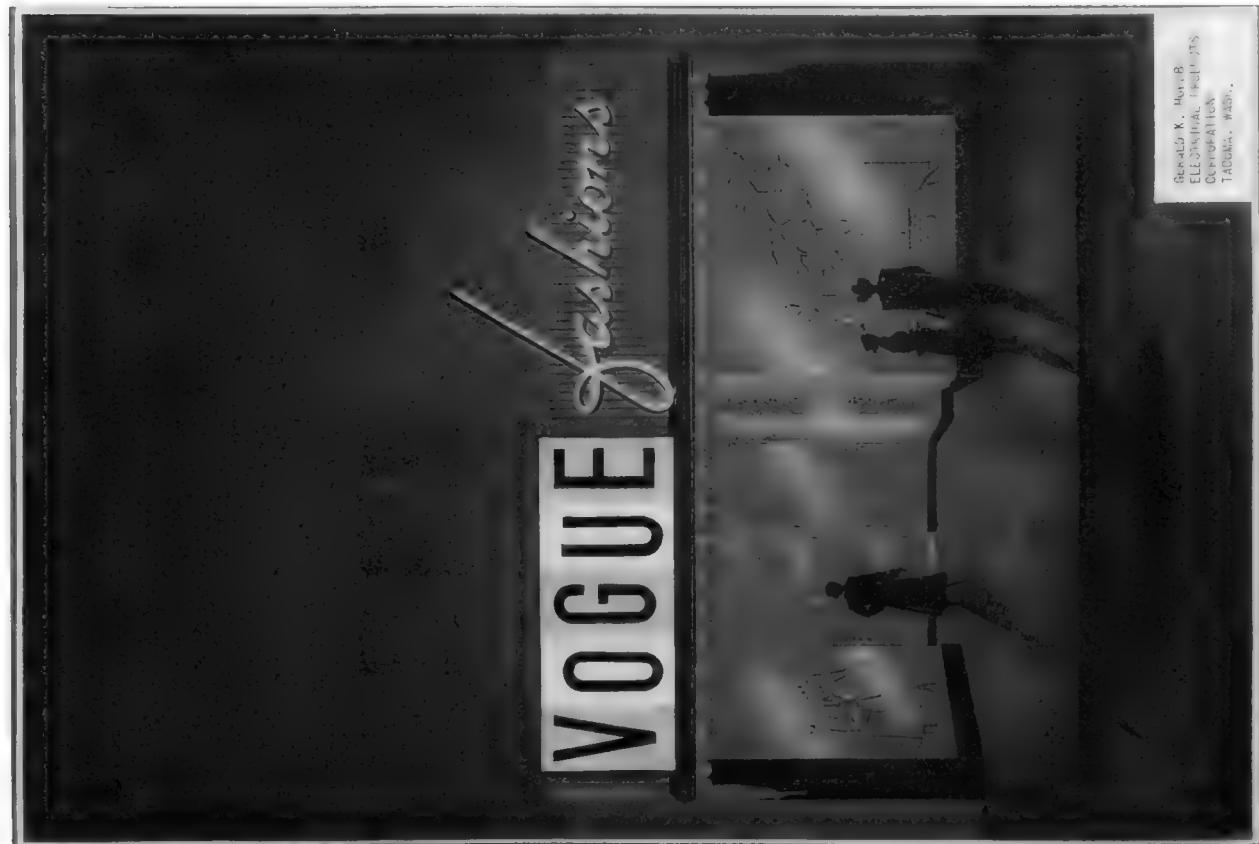
TED BEST
C.A. PIERCE, INC.
ROCKFORD, ILL.



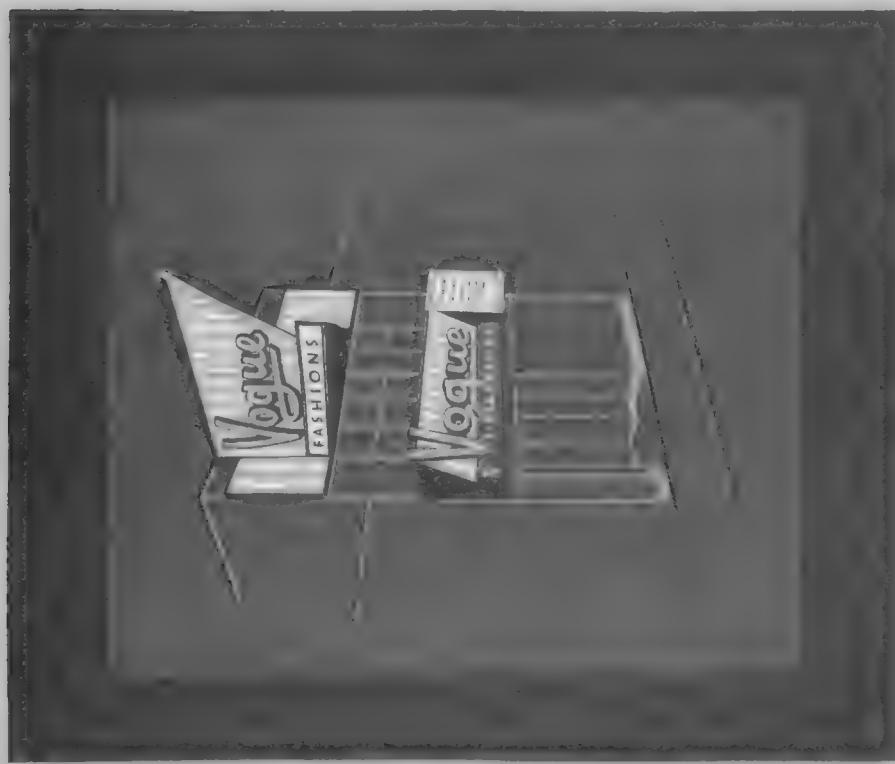
WALD O. ALYARD
JACAST NEON DISPLAYS
TACOMA, WASH.

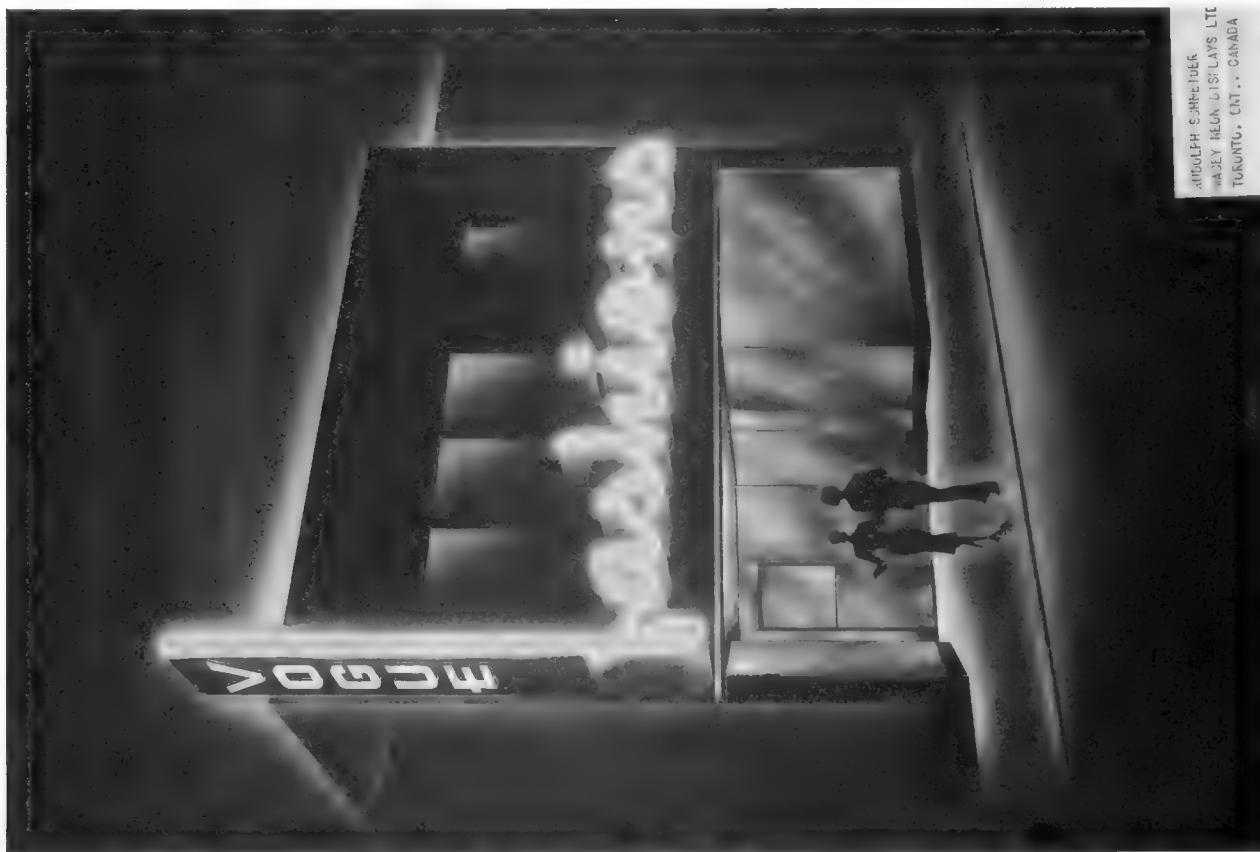


V. FABRI VAF 400
SANTA MÓNICA, CAL.
SANTA MONICA, CAL.



GERALD K. HORNIG
ELECTRICAL ENGINEER
CONSTRUCTION
TACOMA, WASH.

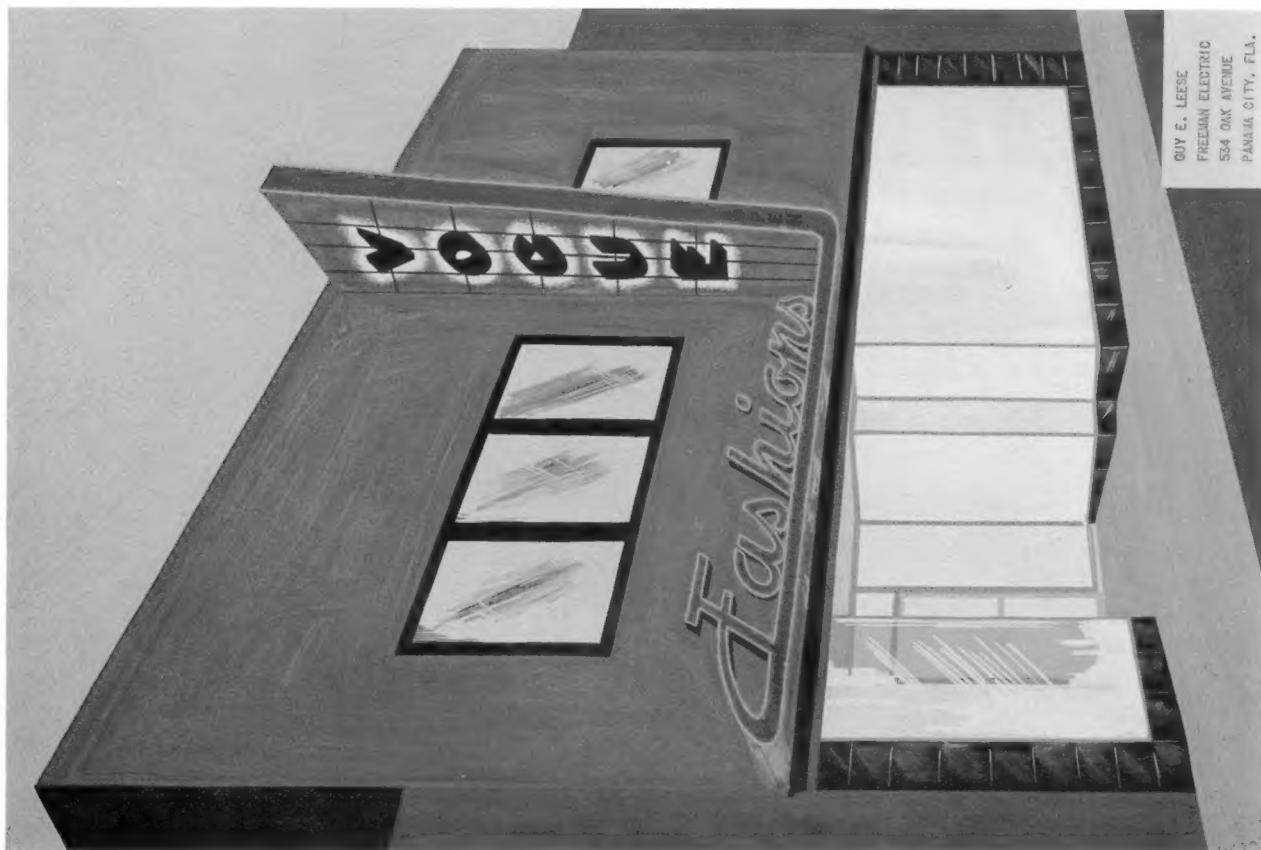




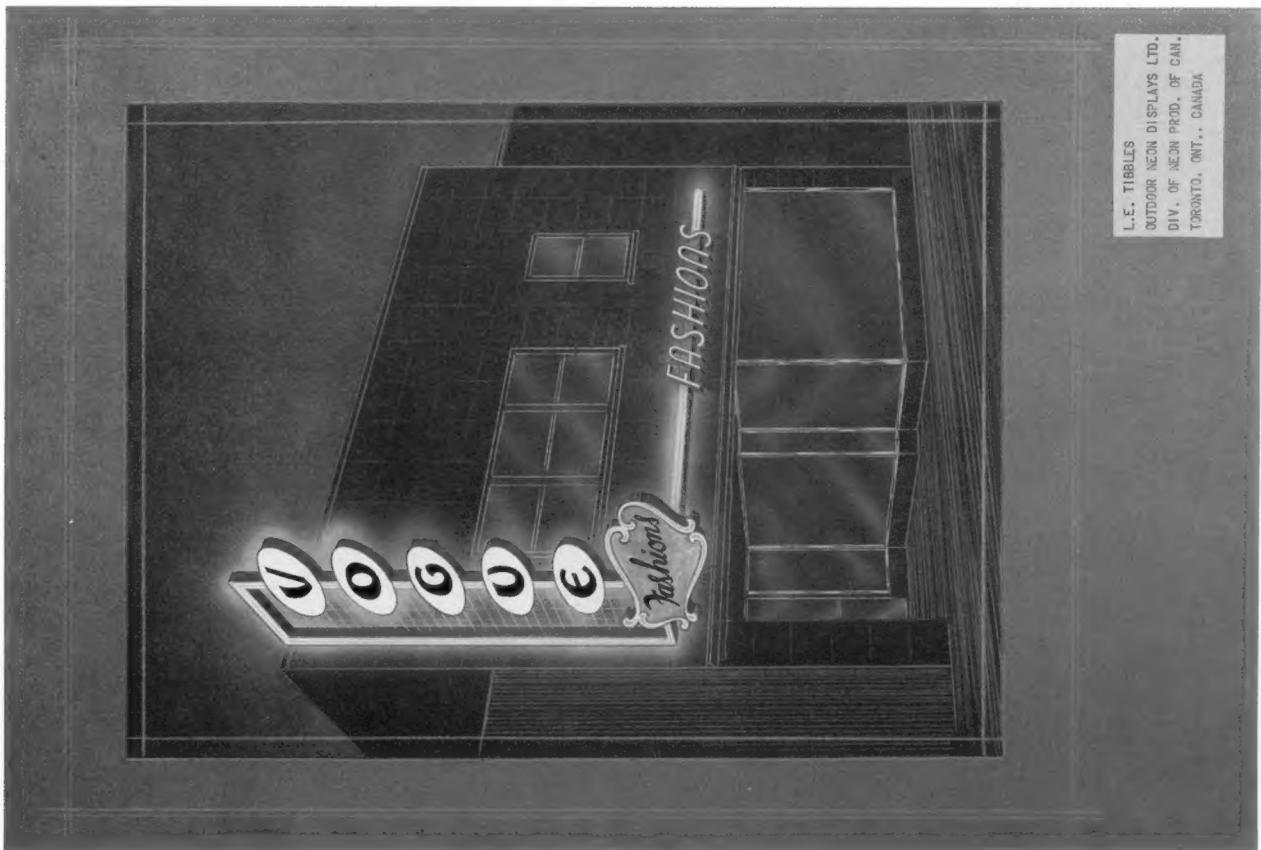
MAGGIE'S FASHION
MAGGIE'S DISPLAYS LTD.
TORONTO, ONT., CANADA



Vogue FASHIONS
LONDON, ONTARIO,
N6A 4C2, CANADA



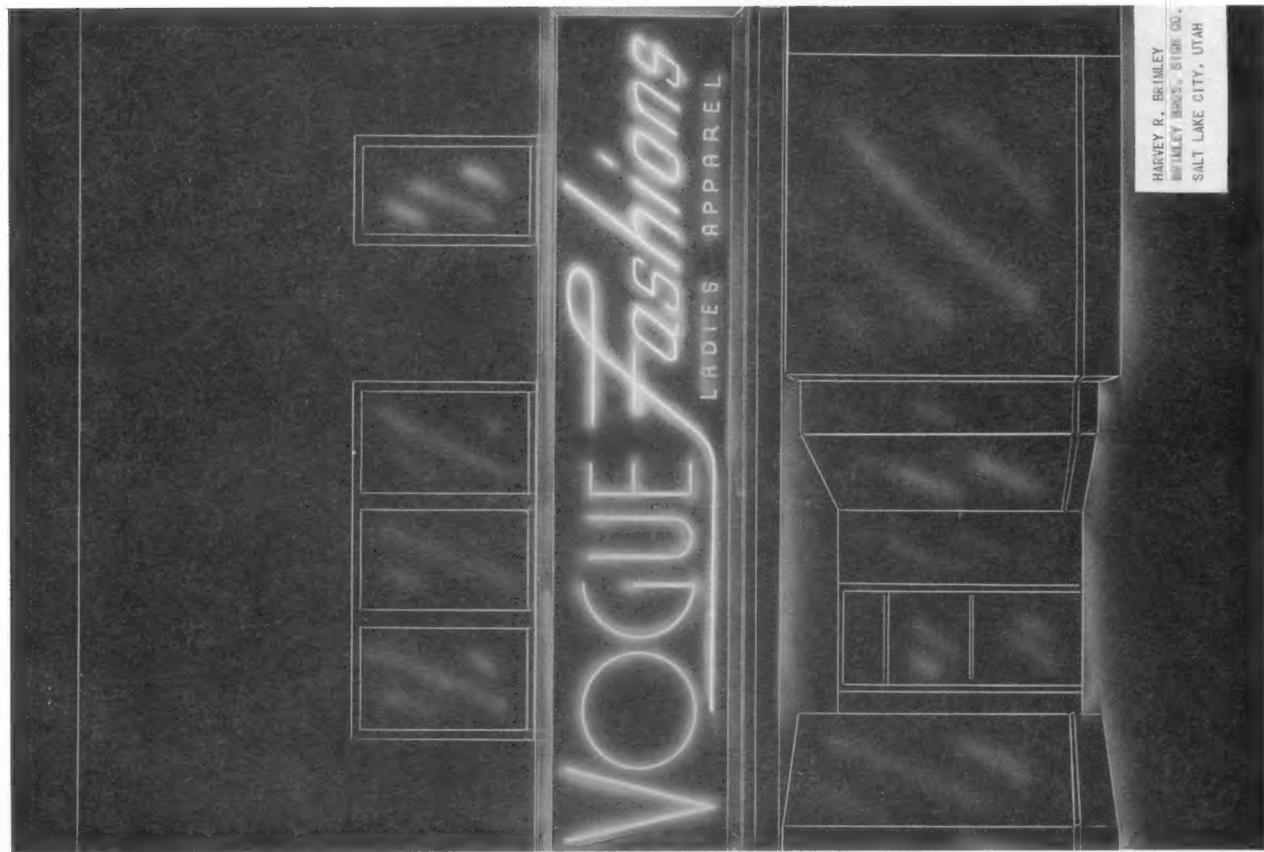
GLY E. LESE
FREEMAN ELECTRIC
534 0AK AVENUE
PANAMA CITY, FLA.



L.E. TIBBLES
OUTDOOR NEON DISPLAYS LTD.
DIV. OF NEON PROD. OF CAN.
TORONTO, ONT., CANADA



DEWITT T. BROWN
GOODYEAR TIRE AND
RUBBER COMPANY
AKRON, OHIO



HARVEY R. BRIMLEY
BUTTERFIELD SIGN CO.
SALT LAKE CITY, UTAH

